February 15, 1954

Mr. Seymour N. Siegel
Director
Municipal Broadcasting System
Municipal Building
New York 7, N. Y.

Dear Si:

I accept with pleasure the appointment as a member of the NAEB Public Relations Committee for 1954. My brain this Monday morning is rather unfertilized, but you may be sure that I will have some suggestions to pour on you before long.

Sincerely yours,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS/jm
cc: Mr. Graydon Ausmus

Public Rel. Comm

ROBERT F. WAGNER,
Mayor

SEYMOUR N. SIEGEL
Director

WNYC

THE CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WHitehall 3-3600

WNYC-FM

July 12, 1954

RECEIVED
NAEB HEADQUARTERS
JUL 14 1954
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Miss Rosaline Biason
Gregory Hall
University of Illinois
Urbana, Illinois

Dear Miss Biason:

I am transmitting herewith a special article for the new issue of the Newsletter by William Bender of Station WUOM.

I think it is of tremendous value and should be utilized in full.

Cordially yours,

Seymour N. Siegel
Director

sns-lg

enc.

Wm. Bender
WUOM
U. of Mich.

Special to NAEB Newsletter
July 9, 1954

PUBLIC RELATIONS AND PUBLICITY

By W.B., Jr.

"How To Get Publicity"

Possible deletion for space

Last month we mentioned the need to establish definite goals before you get too deeply involved in cranking out publicity stories. At the level of the individual NAEB broadcaster, one of the most common goals is: Get more listeners! But precisely how, short of blowing up all the transmitters of competing stations, can you go about this? The answer lies in good programming and good publicity.

One of the first concepts for the publicist to grasp is that he is different from a reporter. Some call him a "news engineer." He makes things happen that are worth reporting. Although in practice he often does the reporting too, if the thing he makes "happen" is big enough, other people will appear to do the reporting for him. This is a situation very much to be desired. (Also sometimes a little dangerous, but we needn't go into that now.)

Let's say that the problem of getting publicity boils down to the problem of making something happen. This looks simple, but the newcomer to the field may find it extremely

difficult. His sole consolation might be [redacted] in knowing that even an experienced hand can run into dry spells; he can't find a way to get started; he is barren of ideas. Then what?

At such critical moments you have to find a stimulus of some sort. My method (not that it's any better than many others, but simply because I know it better) is to have a private seance with p. 452f of the "Public Relations Handbook," Prentice-Hall, 1950. Here, in a chapter by Herbert M. Baus, are two pages well worth the exhorbitant [redacted] price of the book itself. They [redacted] list [redacted] ways to manufacture news. For example:

Issue a report.
Take part in a controversy.
Arrange for a testimonial.
Make a prediction.
Celebrate an anniversary.
Make a trip.
Write a letter.
Fete an institution.
Issue praise, or a protest.
Issue statistics.

For a case history, let's examine this last item to see how it could be converted into publicity. "Statistics" sounds inexpressibly dull anyhow, so if you forge a story out of it, the others will be simple. [redacted] These guides are merely starting points, so you now have to let your imagination go to work. What's it going to be?

While you're thinking, you might recall the tremendous splash the American Cancer Society made recently by issuing

some dull statistics. "Death from lung cancer hits smokers 75% more frequently than non-smokers"--- or words to that effect. The Society got a lot of free publicity over that little item! They've even broken into the NAEB Newsletter.

But we've got to find statistics around an educational radio station. Total hours on the air since starting to broadcast? Cost of the service in terms of listener-hours? Suppose Mr. Listener wants to enroll in school to get the very same information you offer him over the air; how much would it cost him per year? Any of these would make good stories, and there are hundreds of others if you root them out.

A few months ago we were plugging our offerings of fine music. We began looking for a statistic. Any statistic. Finally, we added up the length of all the tape in our library of classical music and discovered it was 421.4 miles long and had a playing time of 93 days and 10 hours. Maybe you think that's a rather frivolous announcement for an educational radio station. But those very statistics were grabbed by one of the best-read columnists on a big city daily in our area. And along with the resultant story were some very nice comments indeed about what a wonderful job educational stations were doing in providing the region with programs of fine music. Quod erat demonstrandum.

This leads us to a brief glance at distribution practices in publicity work. Where do you send the story once it is

(MORE)

written? If the story can pass as "hard news", and by that we mean current information of general interest to the public, all media in your area should have an equal chance to run it. Under this category we would find new appointments to the staff, changes in broadcasting hours, new programs, honors awarded to certain programs, etc.

When you have a"news feature", some trick gimmick like our 421.4 miles of tape, your best chance for coverage lies in offering it to a single newspaper or wire service as an exclusive. Since you are a public agency, the giving of exclusives might sometimes prove troublesome. You may get interesting phone calls from [redacted] editors who did NOT get a certain story. Consequently, [redacted] it's best to have an advance meeting of minds with the editors about what you are planning to do. And always be sure that succeeding stories are rotated among the various media that serve your area.

(EDITOR, please note: Can you fill out the space with any letters that might have appeared regarding Public Relations Goals of NAEB? If not, any releases regarding publicity activities might be appropriate. w.b.jr.)

Patents Committee

THE UNIVERSITY OF OKLAHOMA, Norman 7/21/54

WNAD

AM 640 kc FM 90.9 mc

Dear Harry:

Heartily approve of tie-in with MM&MC for publicity. Hope they stress the local angle to an advantage. Newspapers relcutant to bite on something which does not work this in a big way.

Looks like we've salvaged some $750,000 for ETV to be spent during this year to June 30,'55. We're trying to save both VHF frequencies for ETV. More anon as soon as some things firm up.

Also processing a number of Membership Applications.

WND

Answered Longstand 7/23

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JUL 2 3 1954

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Publicity Committee file

ROBERT F. WAGNER,
Mayor

SEYMOUR N. SIEGEL
Director

WNYC

WNYC-FM

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July 21, 1954

RECEIVED
NAEB HEADQUARTERS
JUL 23 1954
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia
University of Illinois
Urbana, Illinois

Dear Harry:

I have just seen your letter of July 19 together with the correspondence from Minnesota Mining & Manufacturing. I think that Anderson's suggestions are excellent and I think a good picture spread of tape network activities would go very well indeed. What is important for you to tell Anderson, however, is not to use the term "your own FM radio station". He ought to use the term "your own educational radio station".

As I have written to you previously there is a great deal of talk at NBC of converting the entire network to a tape operation. Hence this kind of material would be of tremendous interest. You might remind Anderson too that the trade press would probably be very much interested including Broadcasting.

I have seen your letter from John Smith and I am glad that he has taken the civilized point of view.

Tell Rosaline that I am shipping a couple of ~~dozen~~ copies of record No. 1 of Ways of Mankind.

With all best wishes,

As ever,

Seymour N. Siegel
Director

sns-lg

Publicity Committee

July 23, 1954

Mr. Seymour N. Siegel
Station WNYC
Municipal Building
New York 7, New York

Dear Sy:

Have had Winnie "scour" the place. We simply haven't received copies of your releases on:

1) Monitor Study of Remmers
2) Workshops and Scholarships

If you're short, send us one of each and we'll copy. Otherwise send us a dozen of each.

Will try to get to convention with as full a complement as possible. Glad to hear of your decision on Hovey and Prix Italia. Have informed Sulzer of possibility of still getting you something for Prix Italia.

Don't have final report yet on grants in aid, but attached is list of everything so far

a) distributed
b) in the hopper

Regards,

Harry J. Skornia
Executive Director

HJS:mr

ROBERT F. WAGNER,
Mayor

SEYMOUR N. SIEGEL
Director

WNYC

THE CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WHitehall 3-3600

WNYC-FM

July 21, 1954

RECEIVED
NAEB HEADQUARTERS
JUL 22 1954
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Harry Skornia
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

Thank you very much for sending me a copy of "New England Anthology". This is of intense interest in connection with the Rockefeller Project, and I am sending it on to Lew Hill.

What concerns me is my complete lack of knowledge of what has been turned out under the Grants-in-Aid. They have, apparently, not sent any stories out and something like "Anthology" seems to be tremendously impressive. I, of course, have no notion of what the actual quality of the shows might be like. What is the general status of all the Grants-in-Aid programs?

With best wishes, believe me

Cordially yours,

Seymour N. Siegel
Director

SNS/cb

ROBERT F. WAGNER,
Mayor

SEYMOUR N. SIEGEL,
Director

WNYC

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JUL 21 1954
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July 19, 1954

Mr. Harry J. Skornia
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

I have your several letters of July 14th and July 12th.

Thank you for sending the copy of the letter from Paulu. I have just received another one from him enclosing a copy of the story he did for "The Listener". I think that this is a reprinting of the "NAEB Newsletter", and I am enclosing it herewith.

Insofar as Prix Italia is concerned, I have received one entry from Earl Wynn. I have not had a chance to listen to it as yet, but we have another two weeks before the stuff has to be shipped. If you can get a fast wire out to half a dozen of leading possible contributors, by all means, do so.

Insofar as releases are concerned, I have always seen to it that copies are sent to you. I cannot understand why there should be any question of your not getting same.

Insofar as NARTB is concerned, I think that your reply is a perfectly valid one. If you think that I ought to write to John Smith, I'd be happy to. After all, these studies are not designed to knock anybody on the head. I do not believe that our release indicated that in any way. It merely reported facts.

I hope every effort can be made to get Hill, Holt and as many other members of the staff as possible to the Convention. In a way, I think that this is rather vital. I cannot at this time promise any financial support for this, but I am hopeful that our Exhibit is going to bring us out of the Convention with some financial plus signs. At any event, please give a good hard look-see at the entire situation before a decision is made not to have them in New York.

I am writing to Hovey today specifically designating him as our NAEB representative at the General Assembly in Florence. I have not yet come up with the answer to the Music Jury situation, but I will keep trying.

With all best wishes, believe me

As ever,

Seymour N. Siegel
Director

SNS/cb

Publicity Comm

ROBERT F. WAGNER,
Mayor

SEYMOUR N. SIEGEL
Director

WNYC

WNYC-FM

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NEW YORK 7, N. Y.
WHitehall 3-3600

September 27, 1954

Mr. Harold Hall
N.A.E.B.
Gregory Hall
Univerisity of Illinois
Urbana, Illinois

Dear Harold:

Herewith is a piece for the NAEB Newsletter written by Bill Bender of WUOM. I think it's good material.

With all best wishes, believe me

Cordially yours,

Seymour N. Siegel
Director

SNS:jb
Encl

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NAEB HEADQUARTERS
SEP 29 1954
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

William Bender, Jr.
Radio WUOM
Univ. of Mich.
Ann Arbor, Mich.

22 Sept. 1954

FOR "NAEB NEWSLETTER"

October 54

PUBLICITY AND PUBLIC RELATIONS

By W.B.,Jr.

Recently we came across a special Air Force public relations analysis written in June 1954. It summarizes the thinking of a group of top-level service public information officers, and points a changing direction of emphasis for publicity and public relations in a large organization. Since elements of the report seem to bear on some of the problems which confront us in NAEB, we will rephrase parts of this report as it might have appeared if developed for the Association. (We quickly wish to point out that this is no attempt to establish an official viewpoint for NAEB; it is offered simply as ground for constructive thinking on our own goals and problems.)

"The internal group is considered the first and basic public toward which a public relations program must be directed if it is to be successful. The axiom, 'Public relations, like charity, begins at home,' is a cardinal principle in the information field."

(CONT'D)

"Public relations consists of doing good and getting credit for it. The NAEB and its individual broadcasters cannot in the long-term obtain the goodwill or enthusiastic service of its members if its actions produce negative results. Conversely, actions do not necessarily improve attitudes unless the action is explained; i.e., "credit" for the action must be obtained."

"NAEB's internal information program must be fully integrated with its public information program. A consistent voice is mandatory in talking to all publics, external or internal."

"Objectives of the internal information program include: (a) to enable every NAEB member to be thoroughly familiar with the goals and functions of the Association, and also to become a source of reliable and factual information for the general public with whom he comes in contact; (b) to enable members to speak with a consistent voice to all concerned about the role of educational radio in the community, state and nation."

The Air Force survey, from which these quotes were re-phrased, goes on for some 28 pages to deal with objectives, strategy, program elements and so forth, little of which has much appositeness for NAEB. The major twist, as you can judge by now, is the increased emphasis on "internal information." This should hold definite applicability for NAEB. The individual

member is unquestionably the best (and most authoritative) spokesman in his community for NAEB goals and policies. In addition, the "Newsletter" is already functioning as a medium of "internal information." Whether it is being used to its fullest advantage throughout the Association is a question, the answer to which we propose to duck at this time.

There is, however, one evident weakness in the "internal" program. Some AF officers feel that the publicity program will break down through lethargy at the point of individual contact; that dissemination will never go beyond the internal group. Positive direction, they indicate, is not the only thing needed; equally important is a functioning agent, responsible for producing and distributing information to the public.

The experiment, in any event, is under way and the results remain to be seen. Their experience with the internal information program should merit future study as a case history in the ever-changing field of public relations.

-30-

Public Rel. Comms

ANN ARBOR **WUOM** 91.7 M.C.

FLINT **WFUM** 107.1 M.C.

UNIVERSITY OF MICHIGAN
ANN ARBOR, MICH.

WALDO ABBOT, DIRECTOR OF BROADCASTING
E. G. BURROWS, PROGRAM DIRECTOR

16 August 1954

Dear Miss Biason:

I'd like very much to be able to maintain my own file-copy of those "Newsletters" using my articles on P/R and Publicity.

If it wouldn't cause too much disruption down there, could you arrange to send me same? I have the July issue, but have not been able to obtain the August. The station receives a single copy which Abbot binds into an inviolable folder.

Incidentally, I've just mailed to Siegel the copy for September. You should probably receive it within the next few days.

Regards,

Bill

William Bender, Jr.

Sent 8/18/54

Publications Com

MICHIGAN STATE COLLEGE
EAST LANSING

RADIO STATIONS
WKAR
WKAR—FM

September 29,1954

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Mr. Harry Skornia,
Executive Secretary NAEB,
University of Illinois,
Urbana, Illinois.

Dear Harry:

I have just finished studying the study by Lowell G. Parry of 10 watt educational stations. This strikes me as being just the kind of information that a school thinking about getting into this field would find valuable.

I like the factual handling of the data which gives the new station operator a chance to see what others are doing to solve specific problems. Perhaps the tables may give a wrong impression as to the comparative value of certain types of equipment even though they do give popularity by use. I mention the table on recorders in which only one station uses an AMPEX which is certainly fine which several use less expensive and therefore more esaily purchased types. In other words the implication is not the best but the most used.

I believe that this study could well be duplicated for distribution to 10 watt members and such others as might be interested. Certainly it could be used as an information piece to answer some of the questions new stations might be asking.

For the Research Committee I will approve this for distribution to members and for such other uses as you may have.

Sincerely yours,

Bob

R.J.Coleman
Chairman, NAEB Research Committee

Publications Committee

MICHIGAN STATE COLLEGE
EAST LANSING

RADIO STATIONS
WKAR
WKAR—FM

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NAEB HEADQUARTERS
OCT 1 1954
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September 30, 1954

Mr. Harry Skornia,
Executive Director NAEB,
14 Gregory Hall,
University of Illinois,
Urbana, Illinois.

Dear Harry:

As the enclosed letter indicates, I have today shipped the John Suchy thesis to Dallas Smythe. This according to your instructions.

My reactions to the two chapters (IV and XI) are much the same as yours. I can see these as valuable when compared to the New York-TV findings and therefore they should be available for any who are interested. I agree with you, in your comment to Suchy, that there is too much repetition in the report. Your suggestions for handling these and the titles should go far to correct these faults.

I will agree that these chapters be issued as as Research Committee service. Thanks for letting me see the thesis.

Sincerely,

Bob

R.J.Coleman
Chairman, Research Committee

September 30,1954

Mr. Dallas Smythe,
Institute for Communications Research,
419 David Kinley Hall,
University of Illinois,
Urbana, Illinois.

Dear Dallas:

I am mailing today the copy of "A Content Analysis of Programs, British TV, August 12-25,1953" by John T. Suchy. This copy was sent me by Harry Skornia with instructions to forward it when I had examined the chapters NAEB proposes to publish.

I find the thesis interesting and it certainly can be of value as a comparitive reference opposite the NY-TV studies.

It has been a long time since I have seen you or even heard from you. I trust that everything is moving as you wish.

With best regards, I am

sincerely yours,

R.J.Coleman
Director, WKAR

cc: Skornia

MICHIGAN STATE COLLEGE
EAST LANSING

RADIO STATIONS
WKAR
WKAR—FM

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NAEB HEADQUARTERS
OCT 4 1954
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

September 30,1954

Mr. Harry Skornia,
Executive Secretary,NAEB.,
14 Gregory Hall,
University of Illinois,
Urbana, Illinois.

Dear Harry:

The enclosed introduction for the two chapters in John Suchy's thesis, which you propose to publish, received this afternoon. I wrote earlier today giving my reaction to publishing the excerpt for NAEB.

The introduction seems very good and meets with approval. I believe that this is the kind of material which the Research Committee should make available for members. Credit the Research Committee, not as a study made by the committee but as making this available.

Sincerely,

Bob.

R.J.Coleman
Chairman,Research Committee

from

Sept. 29

NATIONAL HEADQUARTERS
14 Gregory Hall, Urbana, Illinois

Bob Coleman —

Note & return. Looks excellent. Already on stencil. We'll not mention or credit Research Committee, on 4th page, unless you approve.

Regards

H.

HARRY J. SKORNIA
Executive Director

September 29, 1954

Mr. John T. Suchy
501 Eddy Avenue
Missoula, Montana

Dear John:

Thanks for your introduction. With only minor changes, this whole work should be available in time for the New York Convention.

Since we don't have a copy of the thesis, and I am not sure we will have, I have indicated that it would be available "from the author." In case we get a copy, you can of course always refer requests to us. However, I don't want to assume responsibility for this library function, and think it could best be handled by the Iowa Library.

Sincerely,

Harry J. Skornia
Executive Director

HJS:wc

RECEIVED
NAEB HEADQUARTERS

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September 27, 1954

Harry J. Skornia
Executive Director
The National Association of
Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Mr. Skornia:

Here is the introductory material for use with the two thesis chapters about which you wrote me September 15.

I was happy to learn that Journalism Quarterly plans to use my article in its next issue, so have included a notation to that effect. The material also mentions the inclusion of a tabulation as an appendix, as mentioned in my letter of September 20.

If the introduction is too long or needs revision, please feel free to change it.

I have not yet been informed by the University of Iowa about the availability of thesis copies on loan, but will write you as soon as I hear from the library there.

Sincerely yours,

John T. Suchy

John T. Suchy
501 Eddy Avenue
Missoula, Montana

NAEB COMMITTEE REPORTS

Below are excerpts from the committee reports turned in at the NAEB Convention in New York City, October 27-30, 1954.

ASSOCIATE MEMBERS COMMITTEE

Two surveys were undertaken by this committee during the year. One was a survey of the Associate members to determine the concensus regarding voting status, dues, and the extent of interest in using some of the NAEB Tape Network series over commercial stations under educational sponsorship. The findings of the first survey show that Associate member institutions are producing and distributing a considerable number of educational programs. There is also a considerable interest on the part of Associate members in having a vote in the NAEB, even at the expense of higher dues. There is also much interest in carrying the Network programs over commercial stations under educational sponsorship.

The second survey was a canvass of the Network producers to ascertain what restrictions, if any, stand in the way of use of Network series over commercial stations. Results of the survey show that Network series producers show a great deal of interest in having Associate members use their programs. Enough series seem to be available to Associate members to justify setting in motion the channels through which these programs could be made available.

ENGINEERING COMMITTEE

The most important accomplishment of this committee was the screening of applicants for the job of NAEB Television Engineer. As you know, Mr. Cecil S. Bidlack was chosen for the position. Another major accomplishment was the planning and executing of a technical workshop. The first NAEB TV Engineering Workshop was held October 19-27 in the New York area. Several technical publications have been prepared and distributed to members. Among these publications were suggestions for improving the tape network service.

IN-SCHOOL PROGRAM COMMITTEE

Member stations of the NAEB are urged to scan their library and submit samples of series that have definitely met the needs of pupils and teachers. A letter, including this request, will be sent to all member stations by the committee. Such submissions whould be sent to John Holt, NAEB Network Manager, immediately. Members of the committee will receive tapes to audition, and will cast their ballots by mail. A list of selections will then be sent the stations by Network Hdq., with the promise that each series selected will be sent complete in one shipment, and all series for the 1955-56 school year will be distributed by the end of April, 1955.

NETWORK ACCEPTANCE COMMITTEE

Since the last Convention, this committee has audited 148 submissions, running from a single program to four programs in each submission. The committee has approved 52 submissions.

PUBLICATIONS COMMITTEE

The committee recommended that this committee be disbanded.

PROFESSIONAL ADVANCEMENT COMMITTEE

This committee, newly formed this year, accomplished its most important objective through its sister committee, the Workshop and Scholarship Planning Committee. This latter committee screened applicants who desired to upgrade themselves professionally by participation in summer study, including workshops, in the field of radio and television broadcasting in the summer just passed. The most important accomplishments of the Professional Advancement Committee functioning by itself were the development of a definition of its purposes and objectives, and the development of recommendations for studies calculated to assist in the accomplishment of some of these objectives.

As presently defined the purposes of the committee are as follows:

1. The upgrading of staff and personnel of NAEB stations and production centers.
2. The evaluation and development of job qualifications of personnel involved in educational broadcasting.
3. The discovery of areas of weakness in the standards for personnel and the development of recommendations for the correction of these weaknesses, including recommendations for short courses of instruction for personnel needing such instruction.
4. The study of instruction currently available for professional advancement looking toward the bringing together of those in need of certain help and those who already offer that help.
5. The improvement of the lot of the professional broadcaster among his colleagues in education, on the campus, in the school system, etc.

RESEARCH COMMITTEE

Below are listed research projects which have already been accomplished by the committee or which will soon be finished.

1. A study of audiences to include a compilation of the potential within the service area of each station.
2. A study of the Network from the standpoint of its effectiveness by reason of acceptance by station managers, their reasons for accepting or rejecting programs and the effect of NAEB programs on local station attitudes.
3. An analysis of the program structure of member stations.
4. A coverage map, showing the actual service areas of member stations.
5. An inventory of human resources which can be developed into a Who's Who in Educational Broadcasting.
6. A manual containing the fundamental background for handling a research project.
7. The fourth New York television monitoring study.
8. The Research Committee has acted as the clearing house for the distribution of reports of research wherever it is done and when it has significance for members. Three such reports have been distributed (1) Interviewers Manual (used by WOI in a coincidental study); (2) "Some Comparisons Between British and American Television" by John Suchy; and (3) "The Administrative Problems of the 10 watt Educational FM Station" by Lowell Perry.

MEMBERSHIP COMMITTEE

In October 1953 NAEB members numbered

105	Active Members
87	Associate Members
21	Affiliate Members
1	Honorary Member

As of October 28, 1954 the members number

119	Active Members
103	Associate Members
30	Affiliate Members
3	Honorary Members

NAEB members are to be found in 39 states, the District of Columbia, Hawaii, Puerto Rico and Canada. Nearly half of the Active membership in NAEB is to be found in the Midwest. Associate members appear to be more evenly divided, although approximately 1/3 of this category are again found in the Midwest. Almost half of the Affiliate members are to be found in one state--New York.

WORKSHOP AND SCHOLARSHIP COMMITTEE

This committee was appointed to screen all production scholarship and workshop applicants (with the exception of the TV Engineering Workshop). Committee business was all conducted by mail. Applications were received and approved for the scholarships to an approved list of institutions offering short-term workshops and to the Second NAEB TV Production Workshop.

The committee recommends that in future years all scholarships be promoted more extensively and notices of scholarships, mailed out much earlier.

Public Relations Corres

December 9, 1954

Mr. William Bender, Jr.
Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Mr B:

The last article on public relations that we have received from you was the one on the Air Force.

Since then nothing has come through from Mr. Siegel. Is there another one?

The Newsletter deadline has now been standardized to the 25th of each month.

These articles on publicity and public relations have been very informative and interesting. Several stations have written in asking for more information on PR. Several others have started sending Hdq. samples of the type of material they use. All this has been very helpful for Hdq. Thank you for the articles and please keep them coming, if you can.

Sincerely,

Rosaline T. Biason
Traffic Manager

FOR INTRA-UNIVERSITY CORRESPONDENCE

UNIVERSITY OF MICHIGAN

6 Dec 1954

Dear Miss Biason:

Do you have some copy for a Public Relations page that you're holding on to? I sent an article thru to Siegel a couple of months ago, now, and haven't seen it.

Don't know whether it was crowded out with convention news, or whether you've scratched it entirely.

With the new committee assignments, I'll send future stuff via Jim Miles at Purdue.

Let me know how things stand now, will you?

'gards,

Bill Bender
WUOM

RECEIVED
NAEB HEADQUARTERS
DEC 8 1954
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AS A MEASURE OF ECONOMY, THIS INEXPENSIVE STANDARD LETTERHEAD IS PROVIDED AND ITS USE SUGGESTED FOR ALL INTRA-UNIVERSITY CORRESPONDENCE

Publicity + Promotion Relations Committee

ANN ARBOR **WUOM** 91.7 M.C.

FLINT **WFUM** 107.1 M.C.

UNIVERSITY OF MICHIGAN
ANN ARBOR, MICH.

WALDO ABBOT, DIRECTOR OF BROADCASTING
E. G. BURROWS, PROGRAM DIRECTOR

10 December 1954

Dear Roz:

Yes, the "Air Force" article was the last one I wrote, but I haven't seen it in print. I wondered if it had been too far "off-trail" or whether space limitations had killed it for the time being? Or was it printed and I missed it?

I note you've received some queries on P/R from some members. If you want to send these letters to me on loan, they might serve as the basis for one or more articles in the future.

Your summary in the last issue of some of the publicity activities going on around the brotherhood was a good one. Hope more material keeps coming it.

Got an idea for a piece on "Open Houses" which I'll send you next..... via Jim Miles.

Best----

Bief Bender

December 17, 1954

Mr. James S. Miles, Chairman
NAEB Public Relations Committee
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

Enclosed is a copy of a letter I recently received from Graham Hovey. He refers to "Letter No. 11 in the current series" of LETTER FROM ITALY. (The NAEB number will be Program #52.) The program is something of a special event, and I've been asked to call your attention to it. You may have some ideas on promoting it and making some PR use of it.

We hope to get the program early enough next week that it can go out with next Wednesday's shipment (Issue #2, 1955); if it doesn't come that soon, we'll surely get it out with the next shipment (Issue #3).

Each station will get the program in two forms, both at 7½ ips. One will be the complete original version which will run about 16:05. The other will be cut to about 14:45. I contemplated sending the program at 15 ips., as Graham suggests, but decided against it. Some stations will prefer it at 7½ and, I fear, skip it if it comes at the faster speed. Some will prefer the faster speed. But if we send out four different recordings of the same program, I foresee confusion, slings, arrows, etc.

I'll let you know when the program actually goes into the mail.

Best regards,

Sincerely,

John Holt
Network Manager

JH:jy

Enclosure

January 13, 1955

Mr. James S. Miles, Chairman
NAEB Public Relations Committee
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

Just a note to let you know that the Tebaldi program (LETTER FROM ITALY #52) finally arrived here and is being sent to all stations this week. Every station will get the 14:50 version. Those which have requested the series will also get the uncut 16:27 version. A notice -- which I hope will be read so as to prevent confusion -- has been included in the cue sheets.

Best regards,

Sincerely,

John Holt
Network Manager

JH:jy

Pubs. Committee file

February 22, 1955

Mr. Robert A. Scothorn
10495 Sandal Lane
Los Angeles 24, California

Dear Mr. Scothorn:

I'm sorry that we do not have funds for support of publication projects other than those agreed to in advance or commissioned.

If it were possible for you to send an advance copy of your study (or adequate outline) to Mr. James Miles, Chairman of our Publications Committee, Radio Station WBAA, Purdue University, Lafayette, Indiana, and Mr. Robert Coleman, Chairman of the NAEB Research Committee, Radio Station WKAR, Michigan State College, East Lansing, Michigan, I should be glad to have their recommendations, however.

Sincerely,

Harry J. Skornia
Executive Director

HJS:wc
cc: Mr. Miles (with letter)
Mr. Coleman

Pub Relations Comm.

February 22, 1955

Mr. Jim Miles, Director
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

I'm off again in an hour or two, and I am dictating this from upstairs, so I don't have my file with me on the Kear and Kennedy matter. However, I am dropping Leonard Marks a note on this which I am enclosing. I apologize to both of you for the absence of specific reference or more adequate identification of the proposed ruling.

With regard to the press releases, I would guess that special releases are needed only on the workshops, the new consultant teams project, our scholarships project, the TV Fact Sheet service, and our grant-in-aid announcements due soon. I imagine that reference to the Siebert piece, the new Engineering Newsletter and other matters would be desirable, but would make too much, unless you can think of a gimmick.

I believe the new heading paper was sent to you yesterday. If you haven't already returned the blank type, as I believe Harold requested, please do so. The wrong paper was sent you by mistake.

I don't have anything to report on either the Convention Planning Committee meeting in Chicago, or the Executive Committee meeting of Sunday also in Chicago, since I was so covered up with other matters that I was unable to attend either. Off today to Research Committee meetings in East Lansing, followed by a meeting at the Center in Ann Arbor.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

CC: Hill
Cohn & Marks

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

18 FEBRUARY 1955

RECEIVED
NAEB HEADQUARTERS
FEB 21 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

MR. HARRY J. SKORNIA,
EXECUTIVE DIRECTOR, NAEB
14 GREGORY HALL
UNIVERSITY OF ILLINOIS
URBANA, ILLINOIS

DEAR HARRY:

THANKS VERY MUCH FOR YOUR LETTER OF FEBRUARY 11 AND SUBSEQUENT DATES. I'LL TRY TO ANSWER THE VARIOUS THINGS AS I COME TO THEM.

FIRST, WE HAVE READ BIDLACK'S COMMENTS ON THE KEAR AND KENNEDY MATTER AND AGREE WITH HIM A HUNDRED PERCENT. I DON'T BELIEVE YOU HAVE STILL ANSWERED MY QUESTION AS TO WHETHER WE ARE GOING TO TAKE ANY FORMAL ACTION IN THIS REGARD. CAN COHN AND MARKS DO SOMETHING ABOUT IT?

I HAVE BEEN NOTICING THE NEW HEADINGS ON THE VARIOUS PLACEMENT SERVICE, ETC. AND THEY LOOK VERY, VERY FINE. YOU SENT US A BOX OF HEADINGS BUT IT WAS THE BLANK MATERIAL, THE ONE YOU MARKED "TO FILL IN AS NEEDED", RATHER THAN THE RED ONE LABELED "NEWS". WAS THIS AN OVERSIGHT OR HAVEN'T WE GOTTEN THE "NEWS" ONES YET?

HOW DO YOU FEEL ABOUT PRESS RELEASES ON THESE INDIVIDUAL THINGS YOU SENT ME? FOR EXAMPLE, THE RESEARCH PROJECT, THE NEW ENGINEERING NEWSLETTER, THE NEW SIEBERT PIECE, ETC? IF YOU THINK THERE SHOULD BE A STORY, -- A SHORT ONE, ON ALL OF THESE THINGS IN THE GENERAL PUBLICATIONS, I WOULD BE HAPPY TO ATTEMPT TO GET THEM OUT. WHEN IS A GOOD QUESTION BUT I'LL WORK ON IT.

JOHN HENDERSON HAS KEPT ME INFORMED ON THE GRANTS-IN-AID DEVELOPMENTS. HENCE, I HAD SEEN MOST OF THAT MATERIAL. IT LOOKS TO ME LIKE THEY ARE PROGRESSING IN FINE FASHION. THE MATERIAL ON WORKSHOPS AND SCHOLARSHIPS WOULD DO, AND AGAIN, I THINK ARE COMING ALONG VERY, VERY WELL. I SEE NOTHING IN ANY OF THIS THAT I WOULD COMMENT ADVERSLY ON.

REGARDING YOUR MEMO TO THE EXECUTIVE COMMITTEE UNDER FEBRUARY 9. YOU HAVE CERTAINLY GONE INTO SOME HOT AREAS HERE. I RATHER REASON THIS WAY: IF WE HAVE BEEN UNABLE TO EXPLAIN WHAT TO US IS A RELATIVELY SIMPLE PROCEDURE REGARDING THE KELLOGG FOUNDATION AND ITS RELATIONSHIP TO OUR NETWORK ASSESSMENT FEES, THEN HOW IN THE WORLD ARE WE GOING TO EXPLAIN A COMPLICATED PROCEDURE SUCH AS THE ONE YOU OUTLINE FOR THOSE STATIONS WHICH SUBMIT PROGRAMS? PERHAPS PART OF MY CONFUSION STEMS FROM, I BELIEVE, AN ERROR IN YOUR ITEM II, SUB-NUMERAL (1). QUITE POSSIBLY YOU MEANT TO SAY HERE "CLASS A STATION", BUT YOU HAVE "CLASS C" INSTEAD.

I DON'T SAY THIS CAN'T BE DONE BUT I AM STILL UNCONVINCED OF THE NECESSITY FOR DOING SO. I AM NOT AT ALL CERTAIN THAT YOU WILL SECURE

ANY MORE PROGRAMS BY PAYING FOR THEM THAN YOU DO UNDER THE PRESENT METHOD. I DON'T THINK IT WILL TAKE THIS SORT OF AN INCENTIVE TO CAUSE PEOPLE TO SUBMIT PROGRAMS AND ONCE YOU PUT THE DOLLAR SIGN ON THOSE SUBMITTED, YOU IMMEDIATELY PUT ADDITIONAL PRESSURE ON THE NETWORK ACCEPTANCE COMMITTEE TO ACCEPT SOME FROM THE SMALLER, POORER STATIONS THAT CAN LEAST AFFORD TO PAY THE NETWORK ASSESSMENT FEE. IT'S A VICIOUS CIRCLE AND ONE THAT I DO NOT BELIEVE THIS WILL SOLVE. I DO GO ALONG WITH THE IDEA SUGGESTED UNDER ITEM II, SUB-SECTIONS B AND C. I THINK THESE ARE GOOD IDEAS AND UNDOUBTEDLY SHOULD BE FORMALIZED BY THIS PROCEDURE. I CAN READ JOHN DUNN'S FINE HAND IN THE ITEM I PROPOSAL. I HAVE NEVER GONE ALONG WITH DUNN ON THIS. I DON'T THINK WE SHOULD BE SO STRINGENT ON OUR MEMBERSHIP REGULATIONS. THIS IS AN HONEST DIFFERENCE OF OPINION AND LIKE I SAID, I JUST DON'T GO ALONG.

I GUESS THIS IS ENOUGH FOR THIS TIME. I TRUST THIS FINDS YOU ALL WELL AND KICKING. ANYTHING TO REPORT YET ON THE CHICAGO MEETING ON THE 14TH?

SINCERELY,

JAMES S. MILES,
DIRECTOR,
WBAA

JSMGW

file

March 7, 1955

RECEIVED
NAEB HEADQUARTERS
MAR 11 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

TO THE NAEB PUBLIC RELATIONS COMMITTEE:

GENTLEMEN:

I HAVE BEEN ASKED UNDER DATE OF MARCH 4 BY PRESIDENT SCHOOLEY TO PREPARE A REPORT OF THE PUBLIC RELATIONS COMMITTEE FOR THE BOARD OF DIRECTORS MEETING IN COLUMBUS IN MID-APRIL.

AS YOU ARE ONLY TOO WELL AWARE, I AM AFRAID WE HAVE DONE VERY LITTLE. I HAVE COUNSELED WITH HEADQUARTERS UPON SEVERAL OCCASIONS AND WE HAVE DONE A FEW THINGS. I AM SENDING TODAY SOME NEWS RELEASES ON THE SCHOLARSHIP AND WORKSHOP PROGRAMS FOR WHICH THE FAE GAVE US MONEY. THESE ARE BEING SENT TO THE FAE FOR FINAL APPROVAL BEFORE BEING RELEASED. WE ARE REFURBISHING THE OLD UNESCO NAEB DISPLAY WHICH YOU MAY HAVE SEEN A NUMBER OF YEARS AGO. IT WILL BE A MUCH MORE USABLE DEVICE WHEN WE GET DONE WITH IT, WEIGHING SOME 100 POUNDS INSTEAD OF THE 700 IT USED TO WEIGH, --- EASIER TO SHIP AND EASIER TO HANDLE BY TWO MEN. UNDOUBTEDLY THERE WILL BE OTHER CHORES THAT CAN BE PERFORMED.

HOWEVER, FRANK RAISES A MOST INTERESTING QUESTION AND ONE UPON WHICH I FEEL QUITE STRONGLY, AND THAT IS: SHOULD THE NAME OF THIS COMMITTEE NOT BE CHANGED TO PUBLIC RELATIONS PLANNING COMMITTEE? IT IS EXTREMELY DIFFICULT FOR ME OR YOU TO PREPARE PRESS RELEASES AWAY FROM THE HEADQUARTERS OPERATION. THEY KNOW SO MUCH MORE ABOUT THESE THINGS THAN WE COULD EVER HOPE TO LEARN THAT THEY UNDOUBTEDLY SHOULD DO THE MECHANICS OF THE WORK. IF THIS IS TRUE, THEN THE PUBLIC RELATIONS PLANNING COMMITTEE, AS PROPOSED, SHOULD GET TOGETHER AND DETERMINE THE FORM OF THESE RELEASES AND THE NEED FOR DISPLAYS, PLANTED STORIES, ETC. ALONG THIS LINE SCHOOLEY SENT ME A DIGEST OF A SPEECH MADE BY HAROLD FELLOWS IN HARTFORD, CONNECTICUT ON MARCH 3. AMONG THE THINGS HE MENTIONED IS THE FOLLOWING:

"MR. FELLOWS ALSO ADVOCATED A PROGRAM OF POSITIVE PUBLIC RELATIONS AND ADMONISHED: "BUT WE MUST REMEMBER THAT PUBLIC RELATIONS, LIKE ADVERTISING, IS NOT A "ONE-SHOT" PROPOSITION. IT MUST BE CONSISTENT; IT MUST HAVE CONTINUITY; IT MUST BE WELL-ORGANIZED; AND THERE SHOULD BE CONTINUING FOLLOW-THROUGH. A DEFINITE FACTOR IN SUCH ORGANIZED PUBLIC RELATIONS SHOULD BE A PLAN. TOO FREQUENTLY (IN THIS INDUSTRY, AS IN OTHERS) THE HEAD OF AN ASSOCIATION APPOINTS A PUBLIC RELATIONS COMMITTEE AND LETS IT GO AT THAT. ACTUALLY, SUCH A COMMITTEE SHOULD PROPERLY BE DESIGNATED A PUBLIC RELATIONS PLANNING COMMITTEE, FOR NO VALUABLE RESULTS WILL BE ACHIEVED UNLESS OBJECTIVES AND MEANS TO ATTAIN

THOSE OBJECTIVES ARE CAREFULLY OUTLINED AND THOROUGHLY UNDERSTOOD IN ADVANCE."

SCHOOLEY SUGGESTS THAT IF WE FEEL THIS WAY HE WOULD BE MOST HAPPY TO MAKE A RECOMMENDATION TO THE BOARD IN THIS REGARD SO THAT THE COMMITTEE'S NAME AND FUNCTION COULD BE CHANGED. AS I INDICATED EARLIER I AM INCLINED TO AGREE THAT THIS SHOULD BE DONE. WHAT DO YOU THINK?

SINCERELY,

JIM MILES

Pub. Rel. Com

March 29, 1955

Mr. James Miles
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

Thought you might like to get out a news release on the NAEB activities which will occur in conjunction with the IERT. Here are the facts for your use.

The Board will meet Monday evening, April 11, and all day Tuesday.

There will be a luncheon meeting of the NAEB Organizational Liaison Committee (you have a list of members on the Newsletter) on Wednesday, April 13, at 12:00 noon, in the East Foyer of the Deshler-Hilton. Schooley will preside.

The regular NAEB luncheon will be held on Thursday, April 14, in the Hall of Mirrors. The speaker will be Professor Donley Feddersen, Chairman, Department of Radio and TV, School of Speech, Northwestern University.

There will be miscellaneous meetings of NAEB committees and regional groups, details for which are not available.

Also, Friday evening, April 15, Harry is moderating a panel for the American Council for Better Broadcasts. Here's the information on that, copied from the ACBB publication:

8:00 p.m.

Moderator: Dr. Harry J. Skornia, Executive Director of the National Association of Educational Broadcasters. PROGRAMMING PROBLEMS OF THE RADIO TELEVISIONE ITALIANA, Dr. Fabio Borrelli of Radio Televisione Italiana, and Fulbright Exchange Scholar, now at Purdue University.

MAINTAINING CULTURAL LEVELS ON THE AIR, Edward Stanley, Manager of Public Service Programs, National Broadcasting Company.

DISCUSSION, led by:

Dr. Oscar W. Riegel, Director, Lee Memorial Journalism Foundation; Curator, Alfred I duPont Awards Foundation in the field of Radio-Television and Allied Science, Washington and Lee University, Lexington, Virginia.

Mr. E. W. Stirton, Vice President, Wayne University, Detroit; and Executive Secretary of the Detroit Educational Television Foundation.

Dr. Glenn Starlin, University of Oregon; consultant, Educational Television and Radio Center.

If there's any other information you need, just let me know.

Regards,

Harold E. Hill
Associate Director

HEH:jy

FROM: SK

ATTENTION OF:

_____ Skornia
_____ Bidlack
__X__ Hill - Hey walked by mules last week but this much Eng.
_____ Holt
_____ Blackburn
__X__ Schooley
_____ Underwood
_____ ~~Secretarial~~
_____ Winnie (personal attention)
_____ Other: _____
_____ Strandjord

ACTION:

__X__ For your information
_____ Please handle
_____ File
__X__ Return - & mb Rel. file
_____ Comment and return
_____ Supply background info.
_____ Newsletter
_____ Other: _____

_____

DATE: _____

NAEB NEWS

Release: at once

RECEIVED
APR 2 1955

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall Urbana, Illinois Phone 7-6611, Ext. 3394

NEWS RELEASE

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS WILL HOLD MANY IMPORTANT MEETINGS DURING THE INSTITUTE FOR EDUCATION BY RADIO TELEVISION IN COLUMBUS, OHIO, APRIL 11TH THROUGH 15TH.

THE BOARD OF DIRECTORS WILL HOLD ITS SEMI-ANNUAL MEETING MONDAY AFTERNOON, APRIL 11TH, AND ALL DAY TUESDAY, APRIL 12TH.

THERE WILL BE A LUNCHEON MEETING OF THE NAEB ORGANIZATIONAL LIASON COMMITTEE ON WEDNESDAY, APRIL 13TH AT 12 NOON.

THE REGULAR ANNUAL NAEB LUNCHEON WILL BE HELD ON THURSDAY, APRIL 14TH IN THE HALL OF MIRRORS. THE SPEAKER FOR THIS MEETING WILL BE PROFESSOR DONLEY FEDDERSEN, CHAIRMAN, DEPARTMENT OF RADIO AND TV, SCHOOL OF SPEECH, NORTHWESTERN UNIVERSITY.

MEETINGS OF VARIOUS WORKING COMMITTEES WILL BE HELD ON THE CALL OF THEIR CHAIRMAN DURING THE INSTITUTE. THESE INCLUDE RESEARCH, PUBLIC RELATIONS IN SCHOOL BROADCASTING, AND NETWORK ACCEPTANCE.

MANY NAEB MEMBERS ARE INVOLVED IN THE WORKSHOPS AND GENERAL SESSIONS OF THE INSTITUTE.

N A E B NEWS

Release: _____

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall Urbana, Illinois Phone 7-6611, Ext. 3394

Copies mailed to:

Variety Magazine

Radio-TV Daily

Broadcasting and Telecasting Magazine

Television Digest

Publications Committee file

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

Return to Skornia

OFFICE OF EXECUTIVE DIRECTOR
UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

April 18, 1955

RECEIVED
NAEB HEADQUARTERS
APR 20 1955
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Jim Miles
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

No, we're not doing any additional monitoring studies on New York. If Suchy's material is published, and I would hope that once again it would not run to more than a few pages, I would guess that we would handle it as we did his last thesis excerpt, out of regular publication budget.

It was nice to see you but I'm sorry that it was for so short a time.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

Harry
OK - Go ahead
as far as I'm concerned
Jim

Public Relations Committee

May 3, 1955

Mr. Ronald L. Anderson
Product News
Minnesota Mining &
Manufacturing Company
General Offices
900 Fauquier Avenue
Saint Paul 6, Minnesota

Dear Ron:

We have gone over the stories and done some marking up. Beyond this, a few additional observations need making. Much as we like 3M, and though most of our tape has been Scotch, I'm sure we could not go along with a statement that it's a "Scotch" tape network, or that we use your tape exclusively, as one spot states.

In some cases, we'd appreciate having "Tape Network" changed to read "Radio Network" (by tape), since by Board action the network's official name is now the "NAEB Radio Network."

In a couple of cases (see p. 2 of long story) some figures will need checking before release, and I haven't had time to dig out the original figures.

We do feel that too much publicity about any one person or station should be avoided, since this should be a story about an organization which has been many individuals and stations, at various times, move into and out of the driver's seat or position of leadership. It's an old and stable association which owes much to many, but not everything to anyone.

I hope this finds wide reception.

Attached is identification of the persons in the picture. It's also O.K. to go ahead with your distribution of photostats of the Wayne Oliver AP story, of course.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr
CC: Schooley
Hill
Enc: 3

MINNESOTA MINING & MANUFACTURING COMPANY

GENERAL OFFICES • 900 FAUQUIER AVENUE • SAINT PAUL 6, MINNESOTA

April 28, 1955

RECEIVED
NAEB HEADQUARTERS

APR 30 1955

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Dr. Harry Skornia
NAEB Tape Network
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

I am enclosing a draft of a story on the NAEB tape network which I would appreciate your checking. The information contained in it should serve as the basic material for any future stories about your activities which we hope to be able to do.

Note that there is also a shorter 2½ page article which we may be able to release generally to a number of the trade magazines.

In addition, could you identify the persons in the enclosed photograph?

As soon as these are returned, I plan to send them out to a number of the magazines, I'll attempt to get them published and will let you know what happens.

One more thing: would it meet with your approval if we were to send photostats of one or two of the pages of stories by Wayne Oliver of the Associated Press to member stations of the NAEB simply pointing out that we were happy to be able to help publicize the NAEB operation in this manner?

Thanks much, and if we can be of further help, please let me know.

Yours truly,

Ronald L. Anderson
Product News

dc

enc.

MAKERS OF "SCOTCH" BRAND PRESSURE-SENSITIVE ADHESIVE TAPES • "SCOTCH" BRAND ELECTRICAL PRODUCTS • "SCOTCHLITE" BRAND REFLECTIVE SHEETINGS
"3M" ABRASIVE PAPER AND CLOTH • "3M" ADHESIVES AND COATINGS • "3M" ROOFING GRANULES • "3M" CHEMICALS.

Pub Rel Committee

May 7, 1955

Mr. Robert D. Dibble, Co-chairman
Exhibits Committee for College Exhibits
Roosevelt University
430 South Michigan Avenue
Chicago 5, Illinois

Dear Mr. Dibble:

Your letter of May 3 to Mr. Frank Schooley, NAEB President, has been referred to this headquarters.

We are certainly enthusiastic about the opportunity to have an exhibit at the annual ACPRA Convention to be held in Chicago. However we have a few questions. We would not be in a position to pay for exhibit space and are wondering whether such a fee is charged.

The matter of supervision presents some problem. Because it is highly unlikely that we would be able to provide supervision for the duration of the Convention, and because we feel that some sort of supervision is necessary, I am wondering if you might suggest any one or two days during the Convention which might be the most valuable in case we decided to have an exhibit for only a part of the time.

It's possible after we have more information that we may decide supervision is not essential and since our exhibit is easy to put up we appreciate your offer to install it.

May I hear from you on this matter at your earliest convenience.

Sincerely,

Harold E. Hill
Associate Director

HEH:cr

CC: H. J. Skornia

Publications Committee

May 27, 1955

Mr. Hugh M. Mix, Acting Director
Educational Broadcasting Services
Radio Station WNAD
University of Oklahoma
Norman, Oklahoma

Dear Hugh:

I am afraid your letter and article have arrived too late to make this Newsletter in any case. I talked to Schooley about it, and am giving him a copy of this reply.

I have recently returned from Kansas City where, as at many other meetings, I have had to answer questions by suspicious broadcasters who think that educators want to get channels which they will then use for entertainment broadcasting, which would constitute competition for them. Therefore they feel that they should oppose educational television and radio. I would be a little reluctant at this time to carry the sort of story that would result in a resurgence of this opposition.

Also your article sounds like a reply to David Henry. Since he didn't ask to have copies of his speech distributed, and since he is trying to smooth the waters at a level different from that at which we operate, I once again do not feel that it would be fair to him now to seem to contradict him. I'm sure you don't want educators to tell us about broadcasting. On the other hand the perspective which many educators have of the problem we'll have in our schools is, I believe, more valid than ours educationally. Whether we like it or not the schools desperately need tools to relieve pressures for space etc. for direct instruction, among other things.

I'm sure neither he nor any responsible educator we'd endorse would recommend dullness as synonymous with education. I prefer interesting to dull professors, as we all do. But if and when the good professor is replaced by the "ham," I think we have to begin to take stock again---and that sometimes happens. And when the professor begins to do the equivalent of song, dance or quiz routines to keep it entertaining, once again I can't think you'd want that, though I'm not sure that the tone of your statement might not leave itself open to that interpretation.

I have just today also sent a note of regret to a writer who has indicated that since the networks are getting so much education, in entertainment form, on the air, there is really very little need for the establishment of education's own stations. This whole movement would, I am afraid, be somewhat hampered at this particular moment, if we got into the kind of a controversy which I think your letter would start, though I know how you feel about it.

If you don't mind I'd like to hold this for possible rewriting by you if you are willing to do so (in view of some of the stakes involved), for possible re-use at a later time. Although it would in one sense seem to refute Dave Henry I am afraid it would also start a deluge of contradictions and allegations which could really better be handled in oral or panel form rather than in the pages of the Newsletter.

I want to be fair not only to you, but to this broad responsibility. I hope you understand. In any case drop me a note with your reaction to my reaction.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

CC: F. E. Schooley

RECEIVED
NAEB HEADQUARTERS

MAY 10 1955

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

May 9, 1955

Mr. Jim Miles
Director of Broadcasting
Purdue University
Lafayette, Indiana

Dear Jim:

Yes, it was my intention that the Public Relations Planning Committee meet at NAEB expense with the proviso that we have to hold down expenses by holding it coincidentally with the AGPRA convention. I was hopeful that some of the boys would volunteer not to double up their expense account. You use your best judgment.

Sincerely,

Frank E. Schooley
President

FES:js
cc: Harry J. Skornia

Public Relations
Committee

FROM: Skornia

ATTENTION OF:

_____ Skornia
_____ Bidlack
_X_ Hill – Hill
_____ Holt
_____ Blackburn
_X_ Schooley
_____ Underwood
_____ Secretarial
_____ Winnie (personal attention)
_X_ Other: Jim Miles
_____ Strandjord

ACTION:

_____ For your information
_____ Please handle
_____ File
_____ Return
_____ Comment and return
_____ Supply background info.
_____ Newsletter
_____ Other: _____

DATE: 6/6/55

Jim – FYI. Please return

RADIO STATIONS

AM
640 KILOCYCLES

WNAD

FM
90.9 MEGACYCLES

THE UNIVERSITY OF OKLAHOMA

NORMAN · OKLAHOMA

May 31, 1955

RECEIVED
NAEB HEADQUARTERS
JUN 4 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Harry Skornia
Executive Director, NAEB
19 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

No, you don't have to use my little piece for the Newsletter either now or in the future. If you think you may be able to use it later, either in its present form or rewritten, fine. Mainly, I had something I wanted to say and I wanted you and Schooley to see it.

The trouble is, I know too many educational radio directors who feel like we ought to keep EDUCATION wrapped in a cocoon. They don't realize that we have a product to sell, and if we don't sell it nobody will buy it. If you want to get an idea how hard it is to sell education, talk to any county agent about how many years it took to convince hard-headed farmers of the benefits of contour plowing, ground cover and the other recognized conservation measures. It's a battle that's still going on, and will for the next hundred years.

Did Shakespeare write "McBeth" for posterity. Hell, no. He did it to make a living. Did J.S. Bach write "The St. Matthew Passion" so RCA Victor could record it on a Hi-Fi long playing record. Certainly not. It was because he had twenty hungry mouths to feed.

The question, then, revolves not around whether we should sell education or why. It revolves around the methods. And if we have to resort occasionally to the "ham" in all of us to get the message across--well, so what? Was Lincoln a ham? Absolutely! He knew he was on a stage and he played his part for he was worth. The atrocious drawl and speech he affected were all a part of his role. He could use better grammar than you or I when he wanted to. I don't think anyone would argue whether or not Franklin D. Roosevelt had ham in his soul. And President Eisenhower has a professional stage manager to handle his press conferences.

With all the competition there is these days for the eyes and ears of the public we can no longer afford merely to scatter education to the four winds and hope someone finds it useful. If we do, we'll soon be lost in

the stampede of the public for something better in this life.

It's long past the time when we should forge to the front of the fight for people's minds. We've got the most useful, the most beneficial product in the world. Let's push it. I don't know any commercial broadcasters who are afraid of competition. If you do, it's time someone told them they're in the wrong business. Radio and television are the most competitive fields I can think of. It's no business for a lazy man or a coward. Anyone who can't stand the gaff should take his bottle of bicarb, his ulcer pills and retire permanently in the foothills of Vermont.

Personally, we're selling education down here (or trying to), and everybody likes it from the President of the University right on down the line. Even the commercial boys are getting on the band wagon. Sure, it takes a lot of work, and the pay isn't too good. But you get a lot of satisfaction out of the results.

Sincerely,

Hugh M. Mix

Hugh M. Mix

NAEB file copy

May 27, 1955

Mr. Hugh M. Mix, Acting Director
Educational Broadcasting Services
Radio Station WNAD
University of Oklahoma
Norman, Oklahoma

Dear Hugh:

I am afraid your letter and article have arrived too late to make this Newsletter in any case. I talked to Schooley about it, and am giving him a copy of this reply.

I have recently returned from Kansas City where, as at many other meetings, I have had to answer questions by suspicious broadcasters who think that educators want to get channels which they will then use for entertainment broadcasting, which would constitute competition for them. Therefore they feel that they should oppose educational television and radio. I would be a little reluctant at this time to carry the sort of story that would result in a resurgence of this opposition.

Also your article sounds like a reply to David Henry. Since he didn't ask to have copies of his speech distributed, and since he is trying to smooth the waters at a level different from that at which we operate, I once again do not feel that it would be fair to him now to seem to contradict him. I'm sure you don't want educators to tell us about broadcasting. On the other hand the perspective which many educators have of the problem we'll have in our schools is, I believe, more valid than ours educationally. Whether we like it or not the schools desperately need tools to relieve pressures for space etc. for direct instruction, among other things.

I'm sure neither he nor any responsible educator we'd endorse would recommend dullness as synonymous with education. I prefer interesting to dull professors, as we all do. But if and when the good professor is replaced by the "ham," I think we have to begin to take stock again---and that sometimes happens. And when the professor begins to do the equivalent of song, dance or quiz routines to keep it entertaining, once again I can't think you'd want that, though I'm not sure that the tone of your statement might not leave itself open to that interpretation.

I have just today also sent a note of regret to a writer who has indicated that since the networks are getting so much education, in entertainment form, on the air, there is really very little need for the establishment of education's own stations. This whole movement would, I am afraid, be somewhat hampered at this particular moment, if we got into the kind of a controversy which I think your letter would start, though I know how you feel about it.

If you don't mind I'd like to hold this for possible rewriting by you if you are willing to do so (in view of some of the stakes involved), for possible re-use at a later time. Although it would in one sense seem to refute Dave Henry I am afraid it would also start a deluge of contradictions and allegations which could really better be handled in oral or panel form rather than in the pages of the Newsletter.

I want to be fair not only to you, but to this broad responsibility. I hope you understand. In any case drop me a note with your reaction to my reaction.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

CC: F. E. Schooley

RADIO STATIONS

AM
640 KILOCYCLES

WNAD

FM
90.9 MEGACYCLES

THE UNIVERSITY OF OKLAHOMA

NORMAN · OKLAHOMA

May 23, 1955

Mr. Harry Skornia
Executive Director, NAEB
19 Gregory Hall
Urbana, Illinois

Dear Harry:

I noted with much interest and some irritation the transcript of Dr. Henry's talk to the NAEB membership which was circulated with the May issue of the Newsletter.

For many years now I have endured the comments of the NAEB's Brahmin caste regarding the holy mission of educational radio to educate the educated. If that sounds like too many "educates," believe me it is.

It may be unfortunate that it was Dr. Henry who provided the last straw, but I have at last been moved to write a minority opinion which I duly submit with this letter.

I herewith demand equal time and/or space for its baptism.

Sincerely yours,

Hugh M. Mix

Hugh M. Mix, Acting Director
Educational Broadcasting Services

HMM:ln

EDUCATIONAL BROADCASTING

A LOOK AROUND

I get pretty sick at educators telling me all there is to know about radio broadcasting. While it is true that they are, by and large, more learned men than I, it is also true that I do not try to tell them how to run their universities and colleges. I am willing, however, to tell them a few things about radio, since I feel I know more about it than they do.

A popular assumption among educators is that education is east and entertainment west, and never the twain shall meet. I don't think that's true, and I don't think the majority of educators think it's true. If they did The United States wouldn't be the well educated nation it is. The desire for an education is not a basic instinct. It is a learned response and is received eagerly only where past association with it has been either pleasurable or profitable.

I can recall many fine educators from my years as a student--practicing educators, that is, not ivory tower ones--men and women who performed their basic function as educators as related to the student. In short, I learned from them. Without exception they were people who, if they did not entertain in the popular sense of that word, certainly injected their personality, their enthusiasm and their imagination into their work. If that is not entertainment, it is without a doubt one of the tenets on which entertainment is based.

Not all teachers, unfortunately, are of this calibre. Since, from experience I know that persons will not listen even in the classroom unless they are stimulated, I wonder if this is the main reason why so many young men and women are graduated from colleges today who are not educated by any definition of the term?

A radio listener is not a captive audience and consequently needs to be stimulated, even entertained. For one thing, the multitudinous interruptions in

the normal home are such that it would be impossible to get a message across to a listener without such stimulation. But aside from that we have certain knowledge that not even intellectual listeners will stay tuned to a program that is dull and uninteresting.

I know it is fashionable these days to blaspheme the operations of commercial broadcasters. But while we may deplore their methods, we must certainly admire their results. They do educate, in the sense that people listen and respond.

The population of Norman, a university town, is without a doubt as well educated if not more so than the rest of the state on the average. During a recent random telephone survey (February 1955), we asked the question: "What is your favorite educational radio or television program?" We made no attempt to define the word "educational," because we wanted the listener's own ideas of what he considered educational.

Naturally, many truly educational programs were named. But among those high on the list of television programs were, Dragnet, Ding Dong School, Disneyland, You Are There, Toast of the Town and Twenty Questions. In radio such programs as Meet the Press, Weekend, Hit Parade, Groucho Marx and Lux Radio Theater were mentioned.

Some aspects of commercial radio disgust me. No doubt about it. But not nearly so much as those who maintain that to be educational a program must be dull or uninteresting. I do not intend to imply that all programs presented on WNAD are new and exciting and unique. But if we had the necessary staff, they would be. Nor does lack of money keep us from striving for that end.

Another aspect of this argument that puzzles me is the idea that an educational radio station must broadcast to a highly exclusive group--a minority composed primarily of the intelligentia. This is a little like saying that only good Christians belong in church on Sunday morning. If this were true most of the churches of this nation could be rented out to operators of hock shops and grocery stores.

In the first place, it's pretty hard to talk down to people on the radio. Not because people are inherently stupid, but simply because of the nature of the medium, it's obvious that ideas expressed in words of one syllable get across better than a doctoral dissertation.

One interesting, but not totally unexpected fact brought out by the survey noted above was that some of our most effective adult programs are those designed and broadcast specifically for elementary school children. We know this because many adults (some of them wives of college professors) told us so.

Secondly, thousands of persons whose education stopped with the eighth grade help support this radio station through their taxes. To my way of thinking, they're entitled to something for their money. If we have to sugar-coat our programs a little--or a lot--in order to raise their cultural level I say bring on the sweetening.

I don't delude myself into thinking that the mission of educational radio is to make Einsteins of us all. Why should I--or anyone--expect radio to do something in a decade or fifty years that the universities of this country haven't been able to do in over three centuries? If WNAD can teach one person one thing each day, we've made progress. The founding of such state supported institutions as the University of Oklahoma and the University of Illinois was accomplished on the premise that everyone who can make the grade is entitled to a college education, not just those with baccalaureate degrees. . . .or a million dollars in the bank.

I realize that this brief treatise will not be popular with many of my colleagues. I know from experience that many of them also think we should wrap educational radio in aluminum foil to keep it from spoiling and allow an occasional peek inside only to the chosen. But it is also my feeling that the minority point of view has a place on this panel.

Perhaps, too, this will serve as warning that next fall in Chicago, the first person who mentions the exclusivity of educational radio for the select few will get an argument from me.

FROM: AK

ATTENTION OF:

2) ___X___ Hill — FYI

1) ___X___ Schooley

_____ Skornia

_____ Bidlack

_____ Holt

_____ Blackburn

_____ Underwood

_____ Secretarial

_____ Winnie (personal attention)

_____ Other:_____

_____ Strandjord

Note question, p. 2.

ACTION:

_____ For your information

_____ Please handle

_____ File

_____ Return

_____ Comment and return

_____ Supply background info.

_____ Newsletter

_____ Other:_____

_____

DATE:_____

(Put in) Public Relations Committee file

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

RECEIVED
NAEB HEADQUARTERS
JUN 11 1955
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

9 JUNE 1955

DR. HARRY J. SKORNIA
EXECUTIVE DIRECTOR, NAEB,
14 GREGORY HALL
UNIVERSITY OF ILLINOIS
URBANA, ILLINOIS

DEAR HARRY:

THANKS MUCH FOR YOUR MANY NOTES OF RECENT DATES. I APPRECIATED PARTICULARLY YOUR NOTE OF REMEMBRANCE ON YOUR "ANNIVERSARY". IT IS HARD TO BELIEVE THAT YOU HAVE BEEN EXECUTIVE DIRECTOR FOR TWO YEARS NOW. MUCH HAS BEEN ACCOMPLISHED, AND MUCH MORE WILL BE, I AM SURE, AS THE PROJECT CONTINUES ALONG THE LINES AS YOU HAVE SO GRACIOUSLY GUIDED IT. I KNOW THAT YOU KNOW THAT YOU CAN COUNT ON MY CONTINUED SUPPORT.

THANKS VERY MUCH, TOO, FOR THE NOTE REGARDING THE SCHOLARSHIP AWARDS. BOTH BEAUCHAMP AND MCMAHON ARE EXTREMELY WELL PLEASED AND I AM SURE WILL ADVANCE MUCH PROFESSIONALLY FROM THEIR EXPERIENCE.

MY CONGRATULATIONS ON YOUR PITCH TO THE KELLOGG FOUNDATION. YOU HAVE CERTAINLY SUMMED THINGS UP IN A VERY BEAUTIFUL MANNER. I'LL KEEP MY FINGERS CROSSED ALONG WITH YOURS TO HOPE THEY WILL REACT FAVORABLY TO THE PROPOSAL. I AGREE WITH YOU I HAVE NO IDEA WHAT MIGHT BE DONE WITHOUT SUCH HELP.

IN THAT REPORT YOU MENTIONED SOMETHING ABOUT A FOUR-HUNDRED PAGE DIRECTORY OF RESEARCH RESOURCES. I DON'T BELIEVE I HAVE SEEN THAT AND I CERTAINLY WOULD LIKE TO. WOULD YOU SEND ONE ALONG IF YOU STILL HAVE A COPY?

I HAVE READ WITH CONSIDERABLE INTEREST AND NOT A LITTLE AMUSEMENT YOUR EXCHANGE OF CORRESPONDENCE WITH HUGH

MIX. MAYBE I AM JUST GETTING OLD BUT I AM AFRAID THAT HUGH IS TOO MUCH OF A FIGHTER FOR ME RIGHT NOW. I AM NOT TOO WORRIED ABOUT THE POTSHOTS THAT A FINE GUY LIKE DAVE HENRY WOULD TAKE AT EDUCATIONAL BROADCASTING EFFORTS. AS YOU KNOW MY EYES HAVE BEEN BAD SO I HAVEN'T REALLY HAD A CHANCE TO READ DAVE HENRY'S SPEECH YET, BUT I WILL DO SO. PERSONALLY, I JUST WOULDN'T DO ANYTHING ABOUT IT. I THINK THAT YOU MIGHT CONCEIVABLY AT SOME TIME IN THE FUTURE AFTER YOU GET TO KNOW HENRY, GET MIX INTRODUCED TO HIM AND LET THEM DISCUSS IT INFORMALLY SO THAT HENRY WILL GET A BETTER IDEA OF WHAT ONE BROADCASTER THINKS OF THE STRICT EDUCATIONAL APPROACH. I KNOW THAT YOU WILL REMEMBER HOW CERTAIN PEOPLE HAVE MELLOWED OVER THE YEARS. I, FOR ONE, REMEMBER HOW JOHN DUNN USED TO POP OFF AT CERTAIN THINGS BUT I GUESS HE'S GETTING A LITTLE OLD TOO, -- AT LEAST THINGS DON'T BOTHER HIM SO MUCH ANY MORE. OTHERS, LIKE KEN WRIGHT AND OUR FRIEND JOHN YOUNG AND BOB SHENKEN DOWN AT NORTH CAROLINA USED TO DO THE SAME THING. I GUESS THE BEST POLICY WITH ALL OF THESE REALLY GOOD GUYS IS TO KEEP QUIET FOR THE TIME BEING UNTIL THEY ACTUALLY PUT IN ENOUGH YEARS TO REALIZE THAT THINGS ARE NOT EXACTLY LIKE THEY WOULD LIKE TO HAVE THEM, AND THAT SHOUTING IS NOT GOING TO HELP THE SITUATION ONE WHIT. NOW I KNOW I'M GETTING OLD PUTTING OUT SUCH ADVICE AS THAT, BUT NEVERTHELESS THERE IT IS.

I AGREE WHOLEHEARTEDLY WITH YOUR HANDLING OF THE SITUATION. I STRONGLY URGE THAT YOU DO NOT USE THE ARTICLE MIX HAS SUBMITTED. I THINK THAT AS HE INDICATES IN HIS LETTER THAT THE LETTER HAS SERVED ITS PURPOSE IN THAT HE MERELY WROTE IT, AND THAT SOMETIME WHEN HE IS IN THAT YOU COULD HIM TO HAVE LUNCH WITH HENRY TO EXPRESS HIMSELF IN A RESPECTABLE WAY SO THAT BOTH MEN WOULD ENJOY THE GET-TOGETHER.

THIS HAS BEEN LONG BUT IT HAS BEEN QUITE AWHILE SINCE I LAST WROTE YOU. WHAT ARE PLANS FOR THE SUMMER? ANY CHANCE THAT YOU AND THE FAMILY MIGHT GET OVER THIS WAY? WE'VE GOT STRAWBERRIES BY THE BUSHEL AT THIS MOMENT AND WE'LL HAVE LOTS OF CORN AND OTHER PRODUCE FROM THE GARDEN BEFORE TOO LONG. MAYBE WE SHOULD ARRANGE A CORN ROAST ON MAYBE A SUNDAY WHEN YOU AND THE GANG COULD DROP OVER THIS WAY. ARE YOU OR SCHOOLEY PLANNING TO ATTEND OUR PUBLIC RELATIONS MEETING IN CHICAGO? ALONG THIS LINE HAVE YOU SENT THE TAX EXEMPTION SLIPS AND OTHER INFORMATION TO THE PUBLIC RELATIONS COMMITTEE AS I ASKED IN MY LETTER OF A MONTH OR SO AGO.

ONE OTHER THING ON A PERSONAL BASIS. IS THE COMMUNITY PLANNING TO HOLD ITS FOURTH-OF-JULY CELEBRATION IN THE STADIUM OVER THERE AGAIN THIS YEAR? IF IT IS, I THOUGHT IT MIGHT BE A NICE

1 Parade - 1 PM

2 Program shortage

2 Stadium @ 7PM

3 Fireworks just @ dark

OUTING FOR ELIZABETH AND RICKY IF WE WERE TO COME OVER AND STAY OVERNITE ON THE FOURTH. ARE THERE TICKETS TO THE DISPLAY? IF SO, COULD YOU SECURE THREE FOR ME AND WHAT ABOUT THE MOTEL AND HOTEL SITUATION. WOULD IT BE AWFULLY CROWDED? COULD YOU SECURE ONE OF THOSE ROOMS OR A ROOM IN THE UNION FOR THE THREE OF US FOR THAT ONE NIGHT ONLY?

SINCERELY,

JAMES S. MILES,
DIRECTOR,
WBAA

JSM:GW

ENCLOSURES

ANN ARBOR **WUOM** 91.7 M.C.

FLINT **WFUM** 107.1 M.C.

UNIVERSITY OF MICHIGAN
ANN ARBOR, MICH.

WALDO ABBOT, DIRECTOR OF BROADCASTING
E. G. BURROWS, PROGRAM DIRECTOR

13 June 1955

RECEIVED
NAEB HEADQUARTERS
JUN 14 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Mr. Harry Skornia
NAEB
Gregory Hall
Urbana, Ill.

Dear Harry:

The last I heard from Jim Miles about the forthcoming Chicago meeting of the NAEB PR committee, there was a good chance you would help underwrite our expenses.

I would like to ask you to send me the necessary tax exemption certificates so I can get my transportation lined up.

Many thanks,

Bill

William Bender, Jr.

Pub Rel. Committee
file

Sent 6/13

Pub Rel. Committee

June 20, 1955

Mr. Elmer G. Sulzer, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Elmer:

The University "frowns on" driving, but we can get it by. So go ahead that way. Mileage is 6¢ a mile.

I may run into you before you leave. I'm due in from Washington the 29th in the afternoon.

Regards,

Harry J. Skornia
Executive Director

HJS:wc

INDIANA UNIVERSITY
BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE

June 17, 1955

RECEIVED
NAEB HEADQUARTERS
JUN 20 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry J. Skornia
Executive Secretary
National Association of
Educational Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Harry:

Just received the travel expense voucher, but I was not sure on reading it just how to apply for a round trip to Chicago. It would actually be cheaper to drive my car there and back, thus saving an extra overnight with attendant meals. Is this permissible, and if so what is the U. of I. allowance per mile? If personal car mileage is not allowed, then I will go ahead and put in the trip as a round trip on the Monon.

Sincerely,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS/cdm

Pub. Rel. Committee.

July 6, 1955

Mr. Elmer Sulzer
Radio Station WFIU
Indiana University
Bloomington, Indiana

Dear Elmer:

Thank you very much for the copy of Miss Gilkin's research project. I am passing it on to Jan Strandjord for a Newsletter digest.

Sorry our busy schedules prevented our meeting in Chicago. I understand that the Committee had a fine session, and we're certainly grateful for the attention and efforts which you gentlemen are giving the organization and the Newsletter.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

CC: Jan Strandjord

File - Public Relations Com

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Members NAEB Public Relations Committee

FROM: Harold E. Hill, Associate Director

DATE: August 4, 1955

Attached are very rough minutes of our meeting in Chicago. Have not tried to dress them up or edit them beyond attempting to put various items in a fairly logical arrangement. Presume this completes my responsibilities and understand that Miles will get out a more formal report and/or recommendations for the Board of Directors.

Sorry for the delay.

HEH:cr

Rough Draft of Minutes of Meeting of NAEB Public Relations Committee,

Drake Hotel, Chicago, Illinois, June 28-29, 1955.

Those attending the meeting were: James Miles, WBAA, Chairman; Larry Frymire, WKAR; James Armsey, New York University; William Bender, WUOM; Lynn Poole, Johns Hopkins University; Stewart Howe, Illinois Institute of Technology; Elmer Sulzer, WFIU; and Harold Hill representing NAEB Headquarters.

Tentative Agenda Prepared by Miles:

1) Establishment of standard operations procedure for origin, preparation, approval and distribution of all PR items by NAEB (Sulzer). 2) Need for publication and revision of promotion items--History of NAEB, list of members, Constitution, etc. (Bender). 3) Need for special releases and publication for future requests for funds (Poole). 4) Ditto above for improved academic and economic stature of our members. (Armsey). 5) Suggestions for possible revision for content and style of Newsletter. (Frymire). 6) PR liaison with other NAEB committees and the Board of Directors (Howe). 7) New items from committee members (all).

AGENDA ITEM 1

Following outline prepared by Sulzer.

CHECK LIST OF POSSIBLE ROUTINES FOR DISTRIBUTION OF NAEB NEWS

I. Basic Purposes of Releases

- A. To inform public
- B. To inform members

II. Qualifications of PR Man

- A. Must know news and news procedures
- B. Must be adjacent to headquarters
- C. Must know NAEB policies and traditions, or be in position to learn them
- D. Must be "sharp"

III. Possible Source of PR Man

- A. Use of News Writer in U.I. News Bureau
- B. Part-time use of some present NAEB headquarters employee (endowed with II-A)
- C. Employment of free-lance person from Urbana or Champaign.
- D. Use of U.I. School of Journalism staff man on part-time basis
- E. Full-time outside man.

IV. Sources of News

- A. Board of Directors, Executive Committee, Convention Committee, and NAEB business meetings. (PR officer should attend all these)
- B. Information forwarded to PR man by NAEB president
- C. Information forwarded to PR man by NAEB headquarters staff
- D. Leg-work and original digging by PR man
- E. Material sent directly to PR man by NAEB members

V. Distribution

A. Hot news to press services, plus mailing list of nation's outstanding radio columnists.
B. News plus features to radio trade publications, both educational and commercial, domestic and foreign.

VI. Budgetary Requirements

A. Pay for PR man
B. Office expenses of paper, postage, mimeographing work, envelopes, mats, cuts, and photographs

VII. Policy Requirements on Clearances

A. All questions of clearances should be taken to NAEB president
B. General policies should be set by NAEB president to avoid too many trips
C. Materials sent directly to PR man from members should be cleared in all cases with President

Discussion of Item 1

Need more publicity on new matter programs.

Do we need full-time PR man? or part-time? Or can we use someone else who is adequately trained?

There was a general discussion of the pros and cons of having program releases come from a central source or from the local stations including a consideration of the inclusion of broadcast time. Sulzer and Bender favored central distribution because otherwise the item is not really news.

Howe raised the question of whether or not we could cover public relations on all educational broadcasting whether NAEB or not. Armsey reported Stoddard believes FAE is going to finance two major fieldsin ETV 1) promotion 2) production. Armsey feels we must distinguish between publicity of NAEB activities and general public relations and promotion for the whole field of educational broadcasting.

Sulzer: feels we should confine ourselves to NAEB and not all educational broadcasting, at least at the present. Might find ourselves in very embarrassing situations.

Sulzer: The PR man could help the stations by sending them ideas for local public relations.

Howe: We could use a half-time man in Urbana--NAEB to take the other half.

Executive Director should probably handle PR and get a straight news writer as a publicity man.

General discussion of poor PR of 1954 Convention and what should be done. Need PR Committee member on all planning committees.

Armsey: PR Committee should have two functions:
1) that it be concerned with the total policy and function of the NAEB
2) a member of the PR Committee serve as ex officio member of every other committee.

Sulzer: PR Committee member should sit in on every Board of Directors' meeting. He should also report to the membership on the meeting.

Miles--Summary: Committee feels that Executive Director has, at this stage of the game as one of his prime functions public relations for the NAEB. As soon as economically feasible hire a publicity man to handle news stories etc. This man to be selected and hired by the Executive Director.

AGENDA ITEM 2

Following outline prepared by Bender.

NEED FOR PUBLICATION & REVISION OF PROMOTION ITEMS
History----List of Members----Constitution,etc.

I. PROBLEM: Promotion items must be directed toward a definite goal; too much time and money can be poured into a publication to permit us the luxury of an indefinite target. Once this purpose is defined, we must determine the "audience" to be reached to achieve that purpose.

Contributing to this matter is the whole complex of problems centered on the question, "Who will read it?" This may be worth exploring by the PR committee. To date, I have personally failed to hear any complaints that the materials put out by NAEB for the members were insufficient. On the other hand, I have heard that there was "too much." A special effort may be desirable to build readership of existing publications.

II. DISCUSSION: In the absence of an official statement about the goals of NAEB, we will make some tentative assumptions as to what they might be:

1. Create a general climate of stature and importance in
   (a) Education (Primary)
   (b) Broadcasting (Secondary)

2. Achieve wider acceptance of network programs by member stations and the listening public.

3. To achieve acceptance of NAEB as the spokesman for Educational Broadcasting in America.

We might then define our target audiences for publications and promotion as follows:

a) The general public

b) Specialized publics: Educators of all fields; funded agencies; NAEB members and potential members.

III. SUGGESTIONS:

1) For the general public:

(a) Effort to get coverage in national magazines. Stories and pix showing NAEB stations at work; what they are doing, why they are doing it, etc.

(b) National releases to wire services from Urbana. (Including program publicity.) (Sulzer).

(c) Stimulate members to mention NAEB in all releases issued locally. (One way to achieve this: Build NAEB nationally to such a plane that they WANT TO BOAST ABOUT AFFILIATION.)

2) Specialized publics: (More important than general public).

(a) Simple clear-cut brochure: what NAEB is, how much it costs, what it accomplishes, why it exists.

(b) The publication of the procedures at Regional meetings appear to have limited appeal. They may be appropriate for the Directors of the Association, for prestige items to potential fund agencies, but that is all.

(c) To reach Educators, there appears to be a need for a continuing flow of articles to professional journals in fields other than speech and broadcasting. How to implement this may be worth consideration.

(d) Reprints of national publicity (A-1) can be effectively distributed to certain specialized publics.

IV. GENERAL:

1) Recommend establishing and holding a uniformity in form, color and style for future publications.

2) Consider publishing a dossier of NAEB stations and members, giving such information as: Facilities, staff-paid or student, writing and production resources, teaching activities if any, administrative set-up, etc. This to be much shorter than present series of Station Profiles. Could be loose-leaf sheets similar to JCET station sheets. Would be a "catalog of resources." Could be used to show to foundations.

Armsey's suggestions based on Bender's outline.

A. Specialized publics
(including own members)

1. Newsletter

2. Basic Fund piece
a. aims
b. accomplishments
c. history

3. Specialized pieces

4. Correspondence

B. General

1. Articles by members in other journals

2. News releases

3. General mag. pieces

4. Special pieces for special audiences

Discussion of Item 2

Bender: Maybe we should not put out more, but get more readership for what we do put out. Most important considerations in planning publications are: 1) whom are we going to hit, 2) how do we want their attitudes to change? If we don't adequately answer these questions, we shouldn't have publications.

AGENDA ITEM 3

Discussion of Item 3

Armsey: Have a basic piece, but use it as basis for individualized presentations. Do it in a simple way--don't jazz it up.

Poole: We had a concerted program toward a definite goal when we started this upswing several years ago.

AGENDA ITEM 4

Following outline prepared by Armsey.

Stature

A. PR thinking in

1. policies
2. org. structure

B. PR participation in

1. board of directors
2. committee stature
3. annual meeting

C. PR implemented by

1. personal activity of staff and members
2. publications (as outlined)

---

from these come economic stature

Tenure

teaching?

Discussion of Item 4

Armsey: Within this framework an entire PR program is highly desirable internally as well as externally. Possibly external even more important.

Miles: Didn't really mean tenure. Meant getting realization that the radio staff is as important as any academic position.

Sulzer: Broadcasting curriculum needs to be sold to administrators. It's an important PR problem to get recognized stature and prestige.

Armsey: Need to de-emphasize the trade school aspects of the curriculum, especially for internal relations, and show more sociological aspects etc.

Bender: Might it be possible, maybe through the Newsletter, to give the membership certain "themes" and then practical examples of handling at certain institutions. Articles, or editorials, in serialized form, all of this aimed at helping members find means of increasing recognition and stature.

Miles asked Bender to write 3 to 6 articles (can be editorial in nature) on this for the Newsletter.

Miles: Might we devise promotional slogans that the station could use with station breaks: "A service to the people through education." "Educators who broadcast." This might have salutary effect on making the membership more PR conscious. A nationwide use of promotional efforts. Each member of the Committee is to think up 4 to 6 and send to Miles.

AGENDA ITEM 5.

General Discussion of Item 5

Maybe Skornia and Hill should delegate some of their travels to committees and spend more time on the Newsletter. Maybe the proposed PR man could handle the Newsletter. Try to get articles from members, even assigned, that can be used.

Question was raised as to whether or not there was a need for other internal publications. Miles gave brief history of Newsletter. It was pointed out that the main need is to build up and improve the Newsletter before we try to do too many other things. One suggestion was for a folder giving description of the coverage of member stations.

Frymire: Suggestions for improvement. Newsletter now takes too long to read because there are so many items not interesting. Suggested box index for sections on the cover, with following suggested departmentalization a) radio b) TV c) in-school d) Associate members e) Headquarters news f) general NAEB information g) news clips. Suggested possibly using different colors for the different sections.

Sulzer: Put engineering material in back pages or as a separate unit so it can be detached and given to engineers.

Bender: Presently news is intermixed with publicity items. Suggested departmentalization: a) general NAEB news (awards, features, honors, scholarships, especially stuff that other people can use, coming events), b) program news (new shows, gimmicks, twists), c) new equipment and methods, d) features (station profiles, by-lined reports, book reviews, etc.). All covers should present Newsletter content.

Miles: Better not to use committee lists etc. on the back sheet.

Sulzer: Cut down to about 1/3 present size and print it. Suggested departmentalization: a) Strictly NAEB news that members really need to know, b) news of new programs condensed to about two or three lines, c) cut station profiles to a couple of pages, d) book reviews--brief notice (4 or 5 lines) of new books. Opinions of reviewer of no value to us. Cut out all triviality stuff, including reprints from other publications except as fillers. If must use, put it back. Brevity is the main thing.

Miles: Scans headlines to see what he wants to read. Favors brief reprints.

Bender: Smaller stations need reprints, but boil them down.

Hill: Suggested that PR Committee poll the membership to see what they want in the Newsletter.

Miles: Used to have brief type of Newsletter. During Hull era the feeling grew that we wanted to get somewhere between a monthly news sheet and a quarterly magazine. It also got information out to members about the growth and changes then taking place in the organization. Compare Newsletter to NPAC publications Agricom and Agrisearch. Some things could be put out as separate items at different times, but this is not as good as one publication. Present method exposes entire staff to other areas of interest than their own. Departmentalization might defeat this purpose.

Sulzer: Regarding Miles' comment above, lack of departmentalization may prevent reading of anything if they can't readily find what they want.

Bender: It has to be something that people like to read.

Miles: Enjoys looking at the book reviews because it does give him an idea of what the reviewer thinks.

Consensus: Tighter writing, more condensed, some departmentalization, pending the poll.

Miles will recommend to the Board that the Research Committee conduct such a poll during the school year this fall.

AGENDA ITEM 6.

See brief mention of this matter in Item 1 above.

General Discussion of Public Relations

Miles: The Public Relations Committee wants a resolution from the Board recognizing the public relations responsibility of the Executive Director as the chief PR person in the organization of a continuing nature. The Board should also recognize that general PR policy of the Association should be established by the PR Committee.

The approach of the PR Committee should be two-pronged

1) Internal relations (indoctrination of members)

2) Information to the public.

Steps to follow in carrying out No. 1 above:

1) More intensive and extensive role on part of PR Committee itself (including PR members on other committees)
   a) help formulate PR policy
   b) help create PR thinking in all phases and parts of the organization

2) As soon as feasible hire a publicity man (might be called the NAEB editor)
   a) edit publications
   b) inform membership and public
   c) start half time probably and as soon as possible evolve into a full-time job.

National Publicity: How do we get it?

Frymire: Could get names of contacts from Michigan State Centennial Office.

Armsey: Hard to get national magazine coverage. Better if the contact is made in New York when the Executive Director is there.

Bender: Write Readers Digest and tell them we have a fine story and the next time one of their men is in the Urbana area, ask them to have him drop in. For Life magazine suggest personal contact while in New York or work through Joe Wright. Might also write them and tell them we really have a story to tell.

Sulzer: Suggest tie-in with house organs. Also might use trade journals for tie-in with Network series dealing with a given subject area.

Bulletin Board Materials

1) Promotion in control rooms for better liaison between the Network and station engineers.

2) Simple dittoed sheets to distribute to members for use on bulletin boards. Headquarters might send Miles some examples of current problems and he'll try to draw up some.

When NAEB publications are released, the PR Committee members are to make comments on same and send to Miles.

Each member of the Public Relations Committee is to henceforth receive two copies of the Newsletter.

The PR Committee will meet, in conjunction with the NAEB Convention next fall, at 2 p.m. on Wednesday, October 26, 1955.

~~FFS~~
~~H55-FYE~~

Pub Rel's ...
Comm.

August 23, 1955

Mr. Jim Miles
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

Enclosed is the latest news release dealing with the forthcoming Convention. The Committee was able to line up these speakers definitely, and Schooley, before leaving for Colorado, asked me to prepare this release.

We have dated it September 6 so that the information will appear in our own Newsletter before it appears in any outside source. I am also sending copies of this release to the members of your Public Relations Committee for their information.

Possibly the manner in which we have to prepare news releases is not the best way. I suppose ideally someone on your Committee should handle such matters but by the time we exchange details of announcements, correspondence, etc. the news might not be very timely. I am not sure that your Committee reached any sort of agreement on this matter when we met in Chicago, but if you have any definite ideas or suggestions, please let me know. Harry, Frank and I will be glad to consider any suggestions you might have for improving the method of handling a news release.

Cordially,

Harold E. Hill
Associate Director

HEH:cr
Enclosure

PR Com

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

AUGUST 29, 1955

HAROLD E. HILL, ASSOCIATE DIRECTOR
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

DEAR HAROLD:

I HAVE YOUR LETTER OF THE 23RD AND THE ATTACHED NEWS RELEASE REGARDING THE FALL PROGRAM. THIS SEEMS TO ME TO BE IN PERFECT ORDER AND I THINK YOU HAVE FOLLOWED THE RIGHT PROCEDURE IN DISTRIBUTING IT. I TRUST IT WILL GET THE PLAY IT DESERVES.

AT THIS SAME TIME I AM GOING OVER YOUR MINUTES AND WRITING A PROPOSED LETTER TO SCHOOLEY OUTLINING THE RECOMMENDATIONS OF THE PUBLIC RELATIONS POLICY COMMITTEE. I'LL SUBMIT THIS TO THE MEMBERS OF THE COMMITTEE AND, HAVING SECURED THEIR APPROVAL, AMENDMENTS, ETC., WILL THEN SUBMIT IT TO SCHOOLEY SO THAT HE'LL HAVE TIME FOR ACTION AT THE BOARD OF DIRECTORS' MEETING PRIOR TO THE CHICAGO MEETING.

IT WAS GOOD TO TALK TO YOU THE OTHER DAY ON THE 'PHONE. WE ARE DEFINITELY INTERESTED IN THIS FULLBRIGHT TO FRANCE FOR BOB MCMAHON AND WOULD APPRECIATE VERY MUCH YOUR KEEPING US INFORMED OF DEVELOPMENTS AS QUICKLY AS THEY HAPPEN.

SINCERELY,

JAMES S. MILES
DIRECTOR RADIO STATION WBAA

RECEIVED
NAEB HEADQUARTERS
AUG 31 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

JSM:cc

HSS:
FYI before filing

September 7, 1955

Mr. James S. Miles
Director
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

After getting your letter about the billing for the mailing labels, I waited until both Harry and I were in the office to take any action. (Up until yesterday I hadn't seen Harry since August 5, due to both of us being gone quite a bit.)

We have now talked this matter over and decided that I acted rather hastily and that we should not bill you for the labels, since you are actually performing a service forus rather than vice versa.

The girl who does the billing isn't in the office right now, but I don't think I had asked her to bill you as yet. However, in case you do get a bill, just send it back to me and I'll have it cancelled.

Sorry to have appeared ungrateful for your services, past and present - we really appreciate all you are doing to help the operation here.

Regards to Elizabeth and Ricky. Incidentally, am enclosing the $1.00 you loaned me at the July 4th celebration. Am embarrassed that it has slipped my mind until now. At any rate, belated thanks, and I trust my credit rating isn't too badly impaired.

Regards,

Harold E. Hill
Associate Director

HEH:jy
Enclosure

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

AUGUST 23, 1955

HAROLD E. HILL, ASSOCIATE DIRECTOR
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

DEAR HAROLD:

THANKS MUCH FOR YOUR OFFER TO SEND US THE TWO SETS OF ADDRESSOGRAPH LABELS. WE WILL PAY YOU THE $5.00. HOWEVER, IT SEEMS TO ME THAT THIS IS ADDING THE PROVERBIAL STRAW ON THE CAMEL'S BACK. AFTER ALL WE ARE USING THESE LABELS TO SEND OUT MATERIALS WHICH WE BELIEVE WILL BE OF INTEREST AND HELP TO NAEB MEMBERS. NEEDLESS TO SAY THE PREPARATION OF THE ADDITIONAL COPIES COSTS US MANY TIMES THIS SERVICE FEE. I KNOW YOUR PROBLEM AND I AM NOT PARTICULARLY IRKED AT YOUR REQUEST, I JUST WANTED YOU TO SEE THROUGH OUR SIDE OF IT.

HOPE IT WILL WORK OUT THAT YOU AND DOROTHY CAN GET OVER DURING SEPTEMBER.

SINCERELY,

JAMES S. MILES
DIRECTOR RADIO STATION WBAA

RECEIVED
NAEB HEADQUARTERS
AUG 25
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

JSM:cc

HSS - FYI

August 22, 1955

Mr. James S. Miles
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

Glad that you have been able to make good use of the gummed labels we sent, and I wish I could automatically supply you with the two additional sets you request. However, as you can well imagine, we are at a point where we have to try to make as many operations pay for themselves as possible. In recent months we have been billing members for extra copies of publications, addressed envelopes, etc. We have hated to do this but it has been necessary.

Therefore, in order to cover our costs of preparing the addressed labels, we ought to have $2.50 per set. If it is possible for you to pay for such service, would it be satisfactory to bill you for $5 for the two sets? In case you are unable to do this, we will have to let it go, but we would probably be unable to supply any in the future. I am having the two sets you request prepared and they will be sent to you even though you are unable to pay for it.

Dorothy and I had certainly counted on coming to Lafayette to see Elizabeth, Ricky and you before school started, but what with a one-week fishing trip and the fact that I have to make a week long trip starting next Monday, I'm afraid we won't be able to get there. We still might count on coming for a Sunday sometime in September. We'll see.

Cordially,

Harold E. Hill
Associate Director

HEH:cr

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

AUGUST 18, 1955

RECEIVED
NAEB HEADQUARTERS
AUG 20 1955

MR. HAROLD HILL
NAEB HEADQUARTERS
14 GREGORY HALL
UNIVERSITY OF ILLINOIS
URBANA, ILLINOIS

DEAR HAROLD:

WE ARE MAILING TODAY OUR SCHOOL OF THE AIR BULLETINS FOR THIS FALL AND ARE USING THE LIST OF ADDRESSES YOU SO KINDLY SENT US SOME TIME AGO. WE FIND SUCH A LIST MOST USEFUL, HENCE I AM WONDERING IF YOU CAN SUPPLY US WITH ANOTHER TWO SETS OF GUMMED LABELS FOR NAEB MEMBERS.

NOTHING ELSE NEW HERE. I STILL HAVE NOT DONE ANYTHING ON THE PUBLIC RELATIONS COMMITTEE REPORT BUT I WILL GET THAT TO SCHOOLEY BEFORE THE BOARD MEETS IN CHICAGO.

ARE THE HILLS COMING TO LAFAYETTE BEFORE SCHOOL GETS UNDER WAY?

SINCERELY,

JAMES S. MILES
DIRECTOR, WBAA RADIO STATION

JSM:cc

REPORT OF THE PUBLIC RELATIONS POLICY COMMITTEE

October 1, 1956

The NAEB Public Relations Policy Committee met during the 1955 NAEB Convention and agreed to renew those of its recommendations made at this time last year which have not been activated. These are as follows:-

1. We recommend that the Board of Directors take steps to establish a written statement of the goals of NAEB. We further recommend that the Board take appropriate action so that these goals are restated and brought up to date periodically.

2. We recommend that the Board assign to the Executive Director public relations as a prime responsibility. We recommend further that as soon as funds will permit a full or part time writer be hired and attached to the Executive Director's staff in Urbana, Illinois.

3. We recommend that the Board ask the Executive Director and his staff to:-

   (A) Direct all future publications to a definite audience
   (B) Prepare an explanatory publication on the NAEB, giving full details on its cost, membership, why NAEB exists, and other factors that would effect membership
   (C) Prepare articles on educational broadcasting for use in professional journals other than journals connected with speech and broadcasting
   (D) Prepare basic information that could be utilized with foundations asking for grants (including 3B, 3C and 3F)
   (E) Take steps to establish uniformity to all publications including letterheads, newsletters, etc.
   (F) Develop the current newsletter item which is labeled "Station Profiles" to a one-page dossier of the member stations and production centers of NAEB, describing their resources in the way of equipment, physical plant, and personnel--whether professional or student, full time or part time
   (G) Establish a definite pattern for the letters (correspondence) that emanate from Headquarters in order that the public relations efforts outlined by the Board may be furthered.

4. The Public Relations Policy Committee has continued to make recommendations directly to the Executive Director and his staff regarding the Newsletter. Many of these have been acted on. It is our feeling that the Newsletter is now more adequately serving the audience for which it is intended.

Respectfully submitted by:

PUBLIC RELATIONS POLICY COMMITTEE

James Armsey
William Bender
Larry Frymire
Stewart S. Howe
Lynn Poole
Elmer Sulzer
James S. Miles, Chairman

Copied at NAEB HQ. 10/8/56dc

SUBMITTED TO NAEB PRESIDENT OCTOBER 4, 1956

REPORT OF PUBLIC RELATIONS POLICY COMMITTEE
TO THE NAEB BOARD OF DIRECTORS

The NAEB Public Relations Policy Committee met during the 1955 NAEB Convention and agreed to renew those of its recommendations made at this time last year which have not been activated. These are as follows:-

1. We recommend that the Board of Directors take steps to establish a written statement of the goals of NAEB. We further recommend that the Board take appropriate action so that these goals are restated and brought up to date periodically.

2. We recommend that the Board assign to the Executive Director public relations as a prime responsibility. We recommend further that as soon as funds will permit a full or part time writer be hired and attached to the Executive Director's staff in Urbana, Illinois.

3. We recommend that the Board ask the Executive Director and his staff to:-

   (a) Direct all future publications to a definite audience

   (b) Prepare an explanatory publication on the NAEB, giving full details on its cost, membership, why NAEB exists, and other factors that would effect membership

   (c) Prepare articles on educational broadcasting

FOR USE IN PROFESSIONAL JOURNALS OTHER THAN JOURNALS CONNECTED WITH SPEECH AND BROADCASTING

(D) PREPARE BASIC INFORMATION THAT COULD BE UTILIZED WITH FOUNDATIONS ASKING FOR GRANTS (INCLUDING 3B, 3C AND 3F)

(E) TAKE STEPS TO ESTABLISH UNIFORMITY TO ALL PUBLICATIONS INCLUDING LETTERHEADS, NEWS LETTERS, ETC.

(F) DEVELOP THE CURRENT NEWSLETTER ITEM WHICH IS LABELED "STATION PROFILES" TO A ONE-PAGE DOSSIER OF THE MEMBER STATIONS AND PRODUCTION CENTERS OF NAEB, DESCRIBING THEIR RESOURCES IN THE WAY OF EQUIPMENT, PHYSICAL PLANT, AND PERSONNEL--WHETHER PROFESSIONAL OR STUDENT, FULL TIME OR PART TIME

(G) ESTABLISH A DEFINITE PATTERN FOR THE LETTERS (CORRESPONDENCE) THAT EMANATE FROM HEADQUARTERS IN ORDER THAT THE PUBLIC RELATIONS EFFORTS OUTLINED BY THE BOARD MAY BE FURTHERED.

4. THE PUBLIC RELATIONS POLICY COMMITTEE HAS CONTINUED TO MAKE RECOMMENDATIONS DIRECTLY TO THE EXECUTIVE DIRECTOR AND HIS STAFF REGARDING THE NEWSLETTER. MANY OF THESE HAVE BEEN ACTED ON. IT IS OUR FEELING THAT THE NEWSLETTER IS NOW MORE ADEQUATELY SERVING THE AUDIENCE FOR WHICH IT IS INTENDED.

JAMES S. MILES
CHAIRMAN

TO MEMBERS OF THE NAEB PUBLIC RELATIONS POLICY COMMITTEE

GENTLEMEN:

IT SEEMS THAT THERE ARE A NUMBER OF THINGS THAT WE, AS A GROUP, SHOULD DISCUSS AT ATLANTA. I AM, THEREFORE, CALLING A COMMITTEE MEETING, AT A PLACE TO BE DETERMINED LATER. THE TIME ASSIGNED FOR SUCH COMMITTEE MEETING IS AROUND 4 O'CLOCK WEDNESDAY, OCTOBER 17.

IF YOU ARE PLANNING TO ATTEND THE CONVENTION YOUR ATTENDANCE AT THIS MEETING IS URGENTLY REQUESTED. I DO NOT BELIEVE THERE ARE IMPORTANT ENOUGH MATTERS TO DISCUSS TO BRING YOU ALL THE WAY TO ATLANTA FOR OUR COMMITTEE MEETING ALONE.

INCIDENTALLY, WE HAVE HAD A RESIGNATION. JIM ARMSEY SUBMITTED HIS RESIGNATION TO PRESIDENT SCHOOLEY EFFECTIVE OCTOBER 1. ON THIS DATE ARMSEY JOINS DR. HEALD AT THE FORD FOUNDATION.

ATTACHED PLEASE FIND A REPORT OF OUR ACTIVITIES THIS PAST YEAR. IF YOU THINK THIS MISREPRESENTS US IN ANY WAY I TRUST YOU WILL GET IN TOUCH WITH ME QUICKLY BEFORE HEADQUARTERS HAS A CHANCE TO DUPLICATE THIS AND DISTRIBUTE IT AT ATLANTA.

SEE YOU IN ATLANTA.

SINCERELY,

JAMES S. MILES

10/3/56

MEMO to Harry Skornia

10-12-55

Harry:

To help justify my position on the NAEB public relations committee, I should send along constructive suggestions suggested by receipt of attached:

1.) Release is too crowded on page to please any editor. First off, the first sentence should always begin at least 2 inches from top...in case editor wants to use your story and will need space for headline guide, directions etc.

Further: Editors prefer double spaced copy to provide room for editing etc.

2.) Two paragraphs abou t McFarland would be maximum that most casual editor would use ...this is too much puff sheet or obit material to be of general interest.

On the other hand, this story could stand some further information about the convention...who's attending and other program features.

Its not likely to be used, as is.

Stew Howe

NAEB NEWS

RECEIVED
NAEB HEADQUARTERS
OCT 13 1955

Release: October 10, 1955

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall Urbana, Illinois Phone 7-6611, Ext. 3394

Dr. Kenneth McFarland, educational consultant and lecturer for General Motors, will be the luncheon speaker Friday, October 28, at the 31st national convention of the National Association of Educational Broadcasters, Del Prado Hotel, Chicago. Announcement of the speaker was made here today by Alfred E. Partridge, NAEB Convention Chairman.

Dr. McFarland is a native Kansan; graduate of Pittsburg State College in Kansas; obtained his Master's Degree from Columbia University; and earned his Doctor's Degree in Education at Stanford University. During his twenty-four years experience as a school administrator he became widely recognized as a leader in that field. The modern McFarland Trade School, which he designed and built at Coffeyville, Kansas, is named in his honor.

He probably has addressed as many important meetings of educators as any other American. His interpretations of the philosophy of education and the requirements for its proper administration have met with enthusiastic response. Through the years, he has become increasingly identified with business, industry, agriculture, and civic organizations throughout the country. As a result, he is in constant demand as a speaker for large groups in these fields.

Probably a secret of his unusual appeal as a speaker is that his audiences sense his sincerity of purpose and his ardor in helping them solve their problems and they are carried along by his well chosen humor skillfully used to illustrate as well as to entertain. When the nation's trade Associations were requested by the United States Chamber of Commerce to name the speakers who had addressed their annual meetings or conventions, Dr. McFarland's name headed the list of the ten most frequently mentioned.

Probably few, if any speakers in America travel more or fill so many important speaking engagements. A trans-continental airline awarded him a certificate as being "America's No. 1 Air Passenger" and said, "Dr. McFarland sees more people in more different places in the United States and Canada, and does it in shorter periods of time, than any other American." This gives him the advantage of "on-the-spot" reporting and observation.

His lectures in meetings of management groups in General Motors are an important part of his service to that organization. To a limited degree he is sponsored by General Motors as a speaker for outside groups.

Dr. McFarland lives on his 140-acre "city farm" adjoining Topeka, Kansas, where, in addition to raising polled Hereford cattle, his farm has produced some of the top prize winning Tennessee Walking horses. His friends refer to him as "A PhD with horse sense."

File Copy

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Members of the NAEB Public Relations Policy Committee

James S. Miles
Stewart S. Howe
James Armsey
Elmer Sulzer
William Bender (Waldo Abbot)
Larry Frymire
Lynn Poole

FROM: Harold E. Hill, Associate Director

DATE: November 1, 1955

Attached are rough minutes of our committee meeting in Chicago on Wednesday, October 26. Where I felt it pertinent I have attempted to credit remarks to the proper person; otherwise most items are handled as general discussion.

In connection with our discussions, I hope that all of you will try to send comments to Miles and to Headquarters about new publications, etc., that we put out. Only with this type of help and guidance can we try to do the type of job you want done. We appreciate all comments, good or bad.

HEH:wc
Enc.

Rough Draft of Minutes of Meeting of
NAEB Public Relations Policy Committee

Del Prado Hotel, Chicago, Illinois, October 26, 1955

This was a luncheon meeting held in conjunction with the NAEB National Convention. Those attending were: James Miles, WBAA, Chairman; Larry Frymire, WKAR; James Armsey, New York University; Waldo Abbot, WUOM (Substituting for William Bender); Lynn Poole, Johns Hopkins University; Stewart Howe, Illinois Institute of Technology; Elmer Sulzer, WFIU; and Harold Hill representing NAEB Headquarters.

Chairman Miles reported that the recommendations of the committee to the Board of Directors had been referred to the Executive Committee and had, therefore, in effect, been tabled. Members of the committee expressed disappointment and consternation, some pointing out that, if the committee's work was to be ignored, the committee might as well disband.

The Chairman asked for comments on the recent news releases and brochures which had been put out by Headquarters. There was general agreement that, with the exception of the McFarland release, the releases had been at least satisfactory. The brochures were given general approval, and several members of the committee suggested that more might be printed so that stations desiring several hundred could order them from Headquarters and pay for them.

On the general topic of news releases the committee agreed to recommend to the Board that the various NAEB committee chairmen be instructed not to release any news releases on their own responsibility. All such releases should be handled through Headquarters and should be forwarded there by committee chairmen.

There was again general discussion of the NAEB Newsletter. It was generally agreed that certain improvements had been made since the Chicago meeting of the committee, but that there is still need for changes and improvement. The new cover was generally approved, but the reaction to the new type-face was varied with the majority expressing dislike.

Armsey pointed out that the Newsletter still did not have the appearance of a really professional journal nor did it reflect a professional organization. "The more we give the Newsletter a professional appearance, the better it reflects on the NAEB."

There was general discussion, as at the previous meeting, as to whether or not the Newsletter should continue to be primarily a "family" publication, containing quite a bit of news about member stations and their personnel, or whether it should eliminate such "gossip" items and confine itself to truely professional items. Miles and Abbot favored

retention of this type of item, with most of the other members of the committee favoring deletion. Sulzer pointed out that he would like to see the Newsletter become more like the NARTB Member Service publications.

Miles pointed out that maybe there is a need for a quarterly (or similar) which would include the educational articles, clippings, "gossip," etc., because if we eliminate these from the regular Newsletter and cut it down, there will be a resultant void. Sulzer pointed out that maybe we shouldn't try to fill this void.

There was general agreement, though not unanimous, that the Newsletter still needs shortening. The discussion then returned to the possibility of having two publications rather than one. It was pointed out that perhaps there are two factions in the membership which need to be served, and therefore maybe two publications could do a better job. It was suggested that the NAEB might put out a professional journal (possibly bimonthly or quarterly) with different printing and containing nothing but real professional items. Then a monthly "gossip" sheet could also be published, much in the present form, to fill the apparent need for that type of information.

It was agreed that a study of some sort needed to be made to determine what the members really want. Miles reminded the committee that among the recommendations made to the Board was one asking that the Research committee make such a study. Since the Board took no action, and therefore such a study is not likely to materialize in the near future, the committee felt they should make some sort of study on their own. Miles instructed Sulzer to develop a questionnaire to determine members' attitudes toward the Newsletter. Sulzer will circulate copies of the proposed questionnaire to the committee who will make comments and pass on to Miles.

RECEIVED
RADIO STATION
NOV 8 8 30 AM 1955
WILL & WPUC
UNIVERSITY OF ILLINOIS

November 5, 1955

MEMORANDUM to Jim Miles

From: Stewart Howe

Subject: NAEB PUBLIC RELATIONS POLICY COMMITTEE

Reading the minutes of the recent meeting of the NAEB Public Relations Policy committee, and recalling the committee's recent report to the Association's board of directors, it strikes me that too much of the committee's business to date has been criticism and that there has been too little emphasis on constructive suggestion and [redacted] assistance.

It strikes me that the NAEB staff is hearing a lot of authoritatively-stated opinion and is left frustrated in determining what it should do to please. Criticism of the NEWSLETTER's appearance and content is an example.

Each time our committee is critical, let 's have italso present specific suggestions for change.

Why not ask Armsey to work up a suggested format and plan for the Newsletter that can be adopted within the present financial circumstances of the Association?

RECEIVED
NAEB HEADQUARTERS
NOV 8 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

NEW YORK UNIVERSITY
WASHINGTON SQUARE
NEW YORK 3, NEW YORK

OFFICE OF THE CHANCELLOR

RECEIVED
NAEB HEADQUARTERS
NOV 14 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

November 11, 1955

Mr. Harold E. Hill, Associate Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Mr. Hill:

Mr. James Armsey is out of town until November 22. I am therefore writing in his place to acknowledge with thanks the travel voucher and the check for $85.70 which you have sent in connection with Mr. Armsey's travel expenses on his recent trip to Chicago for the NAEB Public Relations Committee meeting.

Sincerely yours,

Reitha H. Hathaway

Secretary to Mr. Armsey

NAEB TAPE NETWORK
14 Gregory Hall
Urbana, Illinois

December 14, 1955

NAEB PUBLIC RELATIONS POLICY COMMITTEE
Mr. James D. Miles
Mr. Stewart S. Howe
Mr. James Armsey
Mr. Elmer Sulzer
Mr. William Bender
Mr. Larry Frymire
Mr. Lynn Poole

Gentlemen:

Thought you'd like to see these releases sent to us by [illegible] for forwarding to stations using the series Them Basil Oak Ran.

Sincerely,

John Holt
Network Manager

JH:jy

Seen

14 Gregory Hall
Urbana, Illinois

December 22, 1955

Mr. James S. Miles
WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

found

The enclosed letter copy might call for some suggestions from the Public Relations Policy Committee. Do you have any?

Best regards,

Sincerely yours,

Frank E. Schooley
President

FES:cjf

cc: Dr. Skornia

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

JANUARY 6, 1956

FRANK E. SCHOOLEY, PRESIDENT
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

DEAR FRANK:

YOUR LETTER OF DECEMBER 22ND ARRIVED WHILE I WAS OUT OF TOWN. MY SECRETARY TELLS ME THAT NOTHING WAS ENCLOSED WITH THE LETTER, HENCE I FIND IT A LITTLE DIFFICULT TO REACT TO THE ENCLOSURE.

TRUST THIS FINDS YOU STARTED WELL WITH THE NEW YEAR.

SINCERELY,

JAMES S. MILES
DIRECTOR, RADIO STATION WBAA

JSM:cc

January 13, 1956

Mr. James S. Miles
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

Wonder if your Committee would like to draft an appeal and statement along this line. People hear so much from us that they begin to ignore us.

Keep 'em flyin!

Sincerely,

Harry J. Skornia
Executive Director

HJS:wc
Enc.: Cheydleur letter
cc: Hill, Holt, and Cheydleur

The Florida State University
Tallahassee

OFFICE OF
DIRECTOR OF RADIO AND TELEVISION

RECEIVED
NAEB HEADQUARTERS
JAN 13 1955
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

January 10, 1955

Dr. Harry Skornia
Executive Director
NAEB
Urbana, Illinois

Dear Harry:

Just received the sample releases for the newspapers for THEY BENT OUR EAR.

This is a swell idea!

First of all, we just don't have enough time to promote NAEB shows the way it should be done.

Also, even when we do find some time, we don't have enough facts to build much of a story.

Since members of NAEB are turning out better and better productions, I wonder if you couldn't encourage them to go one step more and impress upon them how much the stations would appreciate some promotion copy.

Best regards,

Ray

Raymond D. Cheydleur

P.S. Just received our new Auricon equipment today---perhaps by fall we can begin to shoot our Saturday afternoon science TV show and send it over to the Center for possible use.

Public Relations

RECEIVED
NAEB HEADQUARTERS

FEB 8 1956

AM 7 8 9 10 11 12 1 2 3 4 5 PM

FEBRUARY 6, 1956

MR. WILLIAM BENDER, JR.
RADIO STATION WUOM
UNIVERSITY OF MICHIGAN
ANN ARBOR, MICHIGAN

DEAR BILL:

HAROLD CALLED ME SOON AFTER YOU TALKED TO HIM AND I PROMISED TO WRITE YOU AT THAT TIME. I APOLOGIZE FOR NOT DOING SO. HOWEVER, FROM THE DATE OF YOUR LETTER (JANUARY 24) AND THE FACT THAT IT ONLY ARRIVED TODAY (FEBRUARY 3) I TAKE IT THAT YOU HAVE BEEN BUSY TOO.

RECENTLY WE HAVE RECEIVED FROM NAEB HEADQUARTERS SOME SUGGESTED PRESS RELEASES ON THE SERIES "THEY BENT OUR EAR" PRODUCED AT LOWELL INSTITUTE. THESE ARE WELL WRITTEN AND NEED ONLY PROPER HANDLING AT THE LOCAL STATIONS FOR MAXIMUM USE.

MY SUGGESTION WAS THAT WE, AS THE PUBLIC RELATIONS POLICY COMMITTEE, MIGHT RELEASE A ONE-PAGE CARTOONED REMINDER TO THE STATIONS ON HOW BEST TO USE THIS MATERIAL - I HAVE IN MIND SUCH THINGS AS RETYPING, EMPHASIZING LOCAL APPLICATIONS, ETC.

I AM SORRY MY LAST LETTER WAS SO CONFUSED. I TRUST THAT BY THIS TIME YOU HAVE SEEN SOME OF THE PRESS RELEASES FROM HEADQUARTERS BUT TO BE SURE, HAROLD HILL SHOULD SEND YOU SOME. IF THIS MAKES SENSE TO YOU WOULD YOU SEE WHAT YOU CAN DO REGARDING THE PREPARATION OF THE MEMO. IF IT DOES NOT, WE WILL DROP THE WHOLE AFFAIR.

SINCERELY,

JAMES S. MILES
DIRECTOR, RADIO STATION WBAA

P.S. HAROLD:
I AGREE WITH BILL THAT YOU SHOULD GIVE AP, UP AND INS A SUMMARY OF THE NEW SPRING NETWORK SHOWS. CAN YOU HANDLE THIS?

JSM:cc
cc: HAROLD HILL

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS
14 Gregory Hall Urbana, Illinois

February 16, 1956

Dear NAEBer:

You are going to have some outstanding visitors on your campus during the next few months, courtesy of NAEB.

Perry Miller, professor of American literature at Harvard, is touring with his travelling players to present a lively series of plays and discourses. The President of the University of the Philippines, Dr. Vidal Tan, will be a special guest on your campus to give a dramatic account of the greatest hero of his nation. Five professors of the Millikin School of Music will present a new facet in the appreciation of fine music. And the Rt. Hon. Harold Macmillan, Great Britain's Secretary of State for Foreign Affairs is coming to your school to give a lecture titled, "From a Window in Whitehall."

Such a parade of notables deserves a large splash in your local news media. Stories about their impending arrival make good publicity for the school and for the community. But let's assume you are pretty hep as to what's going on at your school, and you're positive you haven't heard a peep about these coming visitations. You are therefore about to conclude that:

(a) These people are not coming to <u>your</u> school, or
(b) Somebody goofed.

Now look into your wastebasket.

Over the past few weeks NAEB has sent you detailed reports on the arrival of these dignitaries. Miller will be your guest lecturer for thirteen weeks on the series, "They Bent Our Ear." President Tan will appear on "Tales of the Valiant." The Millikin professors are on "Music in the Making," and Secretary Macmillan will appear with "Window on the World."

This information was given to you in brochures and suggested news releases. It was distributed in advance, exclusively to NAEB members, so you would have time to make use of it in whatever manner best suited your purpose.

If this material wound up in your wastebasket instead of in the columns of your local newspapers, you have missed an excellent chance for publicity. And as your old Dutch uncle would tell you, "Don't come crying to the next NAEB meeting about how impossible it is to find publicity stories."

But, seriously, if you have sidestepped the chance to publicize these programs, perhaps it is not too late. Most of the series will be distributed in April and May.

-over-

There is still time for you to tailor announcements about the date and hour these leaders in the cultural, political and artistic world will appear on your kilocycles. Use the fine stories the Lowell Institute provided, and adapt them to your own situation and news media. (Newspapers don't like dittos - retype the whole sheet - don't just fill in the blanks.) Pull material from the brochures and work it into a couple of paragraphs for local release. (Have these men visited you before? Do they have friends, relatives, former students on your campus?) By doing so you help build an audience for your distinguished guests, your station and for your Association which makes these offerings possible.

Bill Bender, WUOM
(for the Public Relations Policy Committee)

FROM: Holt

ATTENTION OF:

- X Skornia
- ____ Bidlack
- ____ Hill
- ____ Holt
- ____ Blackburn
- ____ Schooley
- ____ Underwood
- ____ Secretarial
- ____ Winnie (personal attention)
- ____ Other:_____
- ____ Strandjord

Shall we put out separately, or wait until the March NL mailing?

ACTION:

- ____ For your information
- ____ Please handle
- ____ File
- ____ Return
- X Comment and return
- ____ Supply background info.
- ____ Newsletter
- ____ Other:_____

Dep to action not list. H

_____

DATE:_____

WBAA

Harry + Harold! —

I think the attached would gain more attention if sent out separately with the next cue sheets —

If not — by all means in the next news letter. —

Can't comment on the current NL — haven't gotten one yet!

Jim

JIM MILES

Letterhead

Wm. Bender
WUOM
Univ. of Mich.

9 February 1956

RECEIVED
NAEB HEAD QUARTERS
FEB 14 1956
8|9|10|11|12|1|2|3|4|5|6 PM

NAEB NEWSLETTER
(vis Jim Miles)

PUBLICITY AND PUBLIC RELATIONS

By W.B., Jr.

Date

(Dear NAEBers:—

You are going to have some outstanding visitors on your campus during the next few months, courtesy of NAEB.

Perry Miller, professor of American literature at Harvard, is touring with his travelling players to present a lively series of plays and discourses. The President of the University of the Philippines, Dr. Vidal Tan, will be a special guest on your campus to give a dramatic ~~talk~~ account of the greatest hero of his nation. Five professors of the Millikin School of Music will present a new facet in the appreciation of fine music. And the Rt. Hon. Harold Macmillan, Great Britain's Secretary of State for Foreign Affairs is coming to your school to give a lecture titled, "From a Window in Whitehall."

Such a parade of notables ~~xxxxxxx~~ deserves a large splash in your local news media. Stories about their impending arrival make good publicity for the school and for the community. But let's assume you are pretty hep as to what's going on at your school, and you're positive you haven't heard a peep about these coming visitations.

(MORE)

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But, seriously, if you have sidestepped the chance to publicise these programs, perhaps it is not too late. Most of the series will be distributed in April and May.

There is still time for you to tailor announcements about the date and hour these leaders in the cultural, political and artistic world will appear on your kilocycles. Use the fine stories the Lowell Institute provided, and adapt them

(MORE)

NAEB/3/3/3/

(Newspapers don't like ditto ~~ditto~~ ~~retype~~ the whole sheet - don't just fill in the blanks)

to your own situation and news media. Pull material from the brochures and work it into a couple of paragraphs for local release. By doing so you help build an audience for your distinguished guests, your station and for your Association which makes these offerings possible.

(Have these men visited you before? Do they have friends, relatives, former students on your campus?)

#######

Bill Bender.
(for the Public Relations Policy Committee).

Pub Rel.
Policy Comm.

March 1, 1956

Mr. William Bender
Radio Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Bill:

Just a note to say what a magnificent job I think you did in the note to the NAEBers which we sent in the attached form, which I assumethat you have seen.

I wanted you to know that such help is greatly appreciated. It is the sort of thing that will not let us become stagnant.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

Enc.

March 19, 1956

Mr. James S. Miles
Director, WBAA
Purdue University
West Lafayette, Indiana

Dear Jim:

The March 1956 NAEB NEWSLETTER is a tremendous improvement over its predecessor. It is about fifty per cent more readable, and I cannot see that the information contained therein has suffered in the least.

However, it still has a considerable way to go, and on pages 2 and 3 there is a bad lapse into the wordy writing to which I so strenuously object, and which, in my opinion, impairs the dignity of the publication. Bidlack's section also needs considerable attention on this score. I am sending you my marked up copy of this NEWSLETTER.

I would appreciate your noting my comments and then taking whatever action you deem desirable.

Sincerely,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS/cdm
Encl.

cc: Mr. Frank E. Schooley

14 Gregory Hall
Urbana, Illinois

May 2, 1956

Mr. Stewart S. Howe
Director, Public Relations
Illinois Institute of Technology
35 West 33rd Street
Technology Center
Chicago 16, Illinois

Dear Stew:

Thanks for sending me the Crothers release. Perhaps George didn't add much to the Conference, but I still feel he's one of the best boys in commercial television, at least not too harmful.

Kind personal regards.

Sincerely yours,

Frank E. Schooley
President

FES:cu

news from
ILLINOIS INSTITUTE OF TECHNOLOGY
35 WEST 33RD STREET TECHNOLOGY CENTER CHICAGO 16, ILLINOIS

Director of Public Relations — Stewart S. Howe
Serving:
Illinois Institute of Technology
Armour Research Foundation
of Illinois Institute of Technology
Institute of Gas Technology
Day phones:
CAlumet 5-9600, Extensions: 318, 692
Night phone:
University 4-4677

RADIO STATION
APR 28 10 01 AM
UNIVERSITY OF ILLINOIS

FOR RELEASE: Saturday, April 28, 1956

Come out & throw Lincoln out. Steve

From: Sara Leonard
CAlumet 5-9600
Ext. 2213

Chicago--Present day educational television is not justified because it ignores the bulk of the viewing audience, a radio-television network official said here today (April 28).

The opinion was expressed by George Crothers, education director for the Columbia Broadcasting System, at the third annual Chicago Area Educational Television Conference at Illinois Institute of Technology.

"It is a misuse of television to direct programs only at the dedicated, disciplined, and consistent minority that want to 'go to school' on television," Crothers said.

He pointed out that this minority can obtain its education in other ways, and that the television time could be utilized to better advantage for the good of the general public.

Crothers suggested that methods other than the strict classroom approach be used in educational TV.

"Educational television producers, to serve even that minority which chooses to use television for purposes of education and self-improvement, must adapt their usual teaching methods to the television medium," the CBS official stated.

Education on television cannot be accomplished as it would in a classroom because of certain factors, he said. He listed these factors as:

-more-

Crothers talk--add 1

1. The TV viewers who watch an educational program, though a minority of total viewers, are a larger group than those who would actually sign up for the course in a school. Therefore, they have to be treated differently from the average college class.

2. Unlike students who have to stay in a class once they are there, this is an undisciplined and uncaptive audience that can turn the program off at any moment.

3. The audience varies from week to week, day to day, even minute to minute.

"It is important that these factors be considered in the production of educational television programs," Crothers said. "Otherwise, it is questionable as to whether educational television is justified."

-vjd-

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

RECEIVED RADIO STATION
MAY 31 1956
WILL & WIUC
UNIVERSITY

MAY 29, 1956

FRANK E. SCHOOLEY, PRESIDENT
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

DEAR FRANK:

YOUR LETTER OF MAY 25TH WAS MOST INTERESTING. I KNOW HOW BUSY YOU ARE AND THUS I DOUBLY APPRECIATE YOUR TAKING THE TIME TO GIVE ME THE LATEST INSIDE INFORMATION. I CAN ONLY COMMENT THAT I WISH I HAD YOUR ENERGY TO PURSUE SO MANY CHANNELS AT THE SAME TIME.

AGAIN I COULD EXTEND AN OFFER TO HELP WHEREVER THIS IS POSSIBLE. I AM GLAD YOU ARE DOING THE FORD CHORE. THIS SHOULD BE MOST INTERESTING AND I HOPE SOMEWHAT REMUNERATIVE.

HAVE FUN ON THAT BOAT TRIP.

SINCERELY,

JAMES S. MILES
DIRECTOR, RADIO STATION WBAA

JSM:cc

Put. Rel, Policy Committee

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

RECEIVED
NAEB HEADQUARTERS
MAY 31 1956
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

MAY 29, 1956

HARRY J. SKORNIA, EXECUTIVE DIRECTOR
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

DEAR HARRY:

HERMAN REMMERS, JOHN HENDERSON AND I HAVE ALL GONE OVER THE DOCHTERMAN OPUS. ALL OF US AGREE THAT THIS UNDOUBTEDLY SHOULD BE PUBLISHED AND CIRCULATED.

REMMERS SAYS "I NOTE WITH INTEREST AGAIN THE RELUCTANCE OF STATION MANAGERS TO BE CONCERNED WITH OBJECTIVES, A PHENOMENON STRONGLY REMINISCENT OF THE MEETING AT NORMAN, OKLAHOMA". HE MAY HAVE PUT HIS FINGER ON THE REASON WHY IT APPEALS LESS TO US THAN IT DOES TO HIM.

I KEPT WONDERING AS I READ THROUGH THIS PIECE WHY SOMETHING SIMILAR COULD NOT BE DONE IN RADIO. THERE HAS BEEN A GREAT DEAL MORE EXPERIENCE WITH CHILDREN'S PROGRAMS ON RADIO THAN ON TV. I AM NOT SURE THE ANSWERS WOULD BE TOO DIFFERENT BUT IT MIGHT SHED SOME LIGHT ON THE WHOLE PROBLEM.

SINCERELY,

JAMES S. MILES
DIRECTOR, RADIO STATION WBAA

JSM:cc

Public Relations Policy Com.

June 5, 1956

Mr. Jim Miles
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

Returned herewith is Bill Bender's letter of May 21.

The points he makes are well-taken, and the news release about the Engineering Seminar as originally written was much briefer then the final product. We felt that many of the trade papers and magazines would be willing to use the longer story, while others would simply cut it, using just those portions they felt were applicable. A copy of the release was sent to each person chosen to attend the Seminar with a note requested that he send it to his local newspaper with a notation that he was attending and that the newspaper might want to use part of the story.

Thanks for forwarding Bill's letter to us and we appreciate the help that you and the Public Relations Policy Committee have been in all publicity matters this year.

We're still hoping that the Miles' will be able to come to Champaign for the Fourth of July celebration. Just drop me a card a couple of days in advance and we'll be ready for you.

Cordially,

Harold E. Hill
Associate Director

HEH:cr
Enc.

ANN ARBOR **WUOM** 91.7 MC

FLINT **WUFM** 107.1 MC

UNIVERSITY OF MICHIGAN

ANN ARBOR, MICH.

RECEIVED
MAY 23 1956
RADIO STATION WBAA

21 May 1956

Mr. Jim Miles
Radio WBAA
Purdue University
Lafayette, Ind.

Dear Jim:

You've probably received, as I did, copies of the Engineering Seminar news release from WAER. Also a query from Harry Skornia about doing the same for the regional meetings--- whenever they are.

Looks to me like there are two issues here: 1) whether or not to provide "canned" news for the regional meetings, and 2) the quality of the release used as a sample. Thought I would send my comments to you rather than to Harry so you could temper my opinion with that of the other members of the P/R Planning Committee.

As to #1: The trouble with providing "canned" releases is that the data things, perforce, are too general... they lack the "local angle." The Engineering release is a good example. This difficulty might be overcome by giving the regional directors a SKELETAL release:

"_____ of station _____ will be chairman of the annual meeting of WAER in ~~xxx~~ a two-day meeting to be held at _____ on June ____."

By having the regional director fill in the blanks, you then get a local angle which would assure greater use of the story. So... I'd favor providing a release on this somewhat different form. Also: keep the story down to one page!

As to #2: The Engineering release. It's too long, too "heavy", too detailed for most newspapers. The accompanying list of participants is good--- provided the editors read that far. Eidlank's covering letter is excellent.

We had a story out on the engineering thing before the NASA release showed up. Interesting visit this is about the best deal we could expect from our local paper, assuming of course we are entitled to it. The NASA release would probably wind up in the circular file.

By contrast, the NASA release might be pretty good for magazines ... those magazines concerned with education and public affairs, planning, etc. Not newspapers.

I'm afraid the beginning to middle of our rule of brevity. So till next we and our best to them here.

Best personal regards,

Willis Bender, Jr.

DEAN COSTON WINS
ENGINEERING GRANT

Dean W. Coston, former city councilman and senior studio engineer at the University Broadcasting Service, has been named one of the winners of the 1956 Radio and Audio Engineering Grants.

The grants are sponsored by the National Association of Educational Broadcasters.

Under the grant, Coston will attend a week-long engineering seminar at the University of Illinois to examine problems of the NAEB's nationwide network of educational radio stations.

RECEIVED
RADIO STATION

JUN 11 8 42 AM 1956

WILL
UNIVERSITY OF ILLINOIS

June 6, 1956

Mr. Leo A. Martin, Chairman
Division of Communication Arts
Boston University
84 Exeter Street
Boston 16, Massachusetts

Dear Leo:

I regret that we shall be losing you from the East Coast, but I see no reason why you should resign from membership on the Professional Advancement Committee. I shall leave this matter entirely to our Prexy, Mr. Schooley, but my recommendation is that you be asked to remain.

I am sure congratulations are in order - so - congratulations - in spite of losing you from this side of the States!

Sincerely,

Earl Wynn
Chairman

EW/jlh
cc: Frank Schooley

TO MEMBERS OF THE NAEB PUBLIC RELATIONS POLICY COMMITTEE

GENTLEMEN:

IT SEEMS THAT THERE ARE A NUMBER OF THINGS THAT WE, AS A GROUP, SHOULD DISCUSS AT ATLANTA. I AM, THEREFORE, CALLING A COMMITTEE MEETING, AT A PLACE TO BE DETERMINED LATER. THE TIME ASSIGNED FOR SUCH COMMITTEE MEETING IS AROUND 4 O'CLOCK WEDNESDAY, OCTOBER 17.

IF YOU ARE PLANNING TO ATTEND THE CONVENTION YOUR ATTENDANCE AT THIS MEETING IS URGENTLY REQUESTED. I DO NOT BELIEVE THERE ARE IMPORTANT ENOUGH MATTERS TO DISCUSS TO BRING YOU ALL THE WAY TO ATLANTA FOR OUR COMMITTEE MEETING ALONE.

INCIDENTALLY, WE HAVE HAD A RESIGNATION. JIM ARMSEY SUBMITTED HIS RESIGNATION TO PRESIDENT SCHOOLEY EFFECTIVE OCTOBER 1. ON THIS DATE ARMSEY JOINS DR. HEALD AT THE FORD FOUNDATION.

ATTACHED PLEASE FIND A REPORT OF OUR ACTIVITIES THIS PAST YEAR. IF YOU THINK THIS MISREPRESENTS US IN ANY WAY I TRUST YOU WILL GET IN TOUCH WITH ME QUICKLY BEFORE HEADQUARTERS HAS A CHANCE TO DUPLICATE THIS AND DISTRIBUTE IT AT ATLANTA.

SEE YOU IN ATLANTA.

SINCERELY,

JAMES S. MILES

10/3/56

RADIO STATION
AUG 28 3 PM 1956
WILL & WIUC
UNIVERSITY OF ILLINOIS

August 28, 1956

Mr. James S. Miles, Director
WBAA
Purdue University
West Lafayette, Indiana

Dear Jim:

Never let it be said that old Sulzer is quick with the barbed tongue and slow with the orchids.

The current (August, 1956) NEWSLETTER is tops. In my opinion, it is by far the best issue NAEB has ever put out. From my point of view, it is thoroughly readable, eliminates the kindergartner chat, and is professional in every sense of the word. If we can keep up this standard, there is very little excuse for me to sound off.

Hope the summer has dealt kindly with you, and you can make us that long delayed visit.

Sincerely,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS/cdm
cc: Dr. Harry J. Skornia
Mr. Frank Schooley

File - Public Relations Policy Com

RECEIVED
NAEB HEADQUARTERS
OCT 5 1956

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

OCTOBER 3, 1956

HAROLD E. HILL, ASSOCIATE DIRECTOR
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

DEAR HAROLD:

ATTACHED PLEASE FIND A MORE FORMAL REPORT OF THE PR COMMITTEE. AGAIN YOU SHOULD FEEL FREE TO EDIT IT IN ANY WAY YOU DESIRE. I DON'T MEAN TO BE POKING AT ANYONE OR TAKING ANY CREDIT FOR ANY PARTICULAR THING. YOU HAVE YOUR FINGER MUCH MORE ADEQUATELY ON THE PULSE AND SHOULD KNOW HOW THIS WILL BE RECEIVED SO I SAY AGAIN, MAKE ANY CHANGES YOU DESIRE.

YOU WILL NOTE, TOO, THAT I HAVE SET A MEETING IN ATLANTA. NEEDLESS TO SAY WE ARE COUNTING ON YOUR PRESENCE THERE TO LAY WHATEVER PROBLEMS ON THE TABLE THAT SEEM TO EXIST AT THIS MOMENT AND ALSO TO REPORT ON ANY ACTION WHICH THE BOARD TAKES ON MONDAY WHICH WILL EFFECT OUR DISCUSSION.

ATTACHED YOU WILL ALSO FIND INFORMATION ON MY RADIO CURBSTONE CLINIC. I TRUST THIS TOO IS IN THE FORM DESIRED. I BELIEVE THAT FROM IT WE CAN START A GOOD DISCUSSION.

SINCERELY,

JAMES S. MILES
DIRECTOR, RADIO STATION WBAA

JSM:cc
ENCS.

Public Relations
Policy Committee

October 22, 1956

Mr. Stewart S. Howe
Vice President
Development and Public Relations
Illinois Institute of Technology
Technology Center
Chicago 16, Illinois

Dear Stew:

Thanks for your kind words. And we missed you at the convention. Who can send me application blanks for ACPRA?. What's the tariff for an individual?

See attached (pp.2, and then beginning on p. 12) for two items which may interest you.

Our best,

Harry J. Skornia
Executive Director

HJS:dfc
Enclosure

ILLINOIS INSTITUTE OF TECHNOLOGY
TECHNOLOGY CENTER
CHICAGO 16

OFFICE OF THE VICE PRESIDENT

RECEIVED
NAEB HEADQUARTERS
OCT 19 1956
7|8|9|10|11|12|1|2|3|4|5|6

18 October 1956

Mr. Harry J. Skornia,
Executive Secretary,
National Association of
Educational Broadcasters
Gregory Hall, Univ. of Illinois,
Urbana, Illinois.

Dear Harry,

I want to congratulate you on the excellently prepared and interesting NAEB headquarter's report that you distributed to the members last week. I am so impressed that I am writing you after reading it "from cover to cover".

I am awfully sorry that I did not get to the National Convention this week. I thought that it would be possible, and then at the last moment decided I would not attempt it because of many other obligations with which I am having difficulty keeping abreast.

Sincerely yours,

Stewart S. Howe
jp

14 Gregory Hall
Urbana, Illinois
November 26, 1956

Mr. James S. Miles
Director, WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

The NAEB position regarding APBE is that whatever APBE does is ok with us. The primary concern of that association is with the teaching of radio and television. I don't see that it conflicts with NAEB. Leo Martin holds a similar view. Many APBE members are directly or indirectly members of NAEB.

The University of Illinois was a charter member of UAPRE - the predecessor of APBE. In fact, Schooley attended the originating meetings. The early impetus came from guys like Rus Porter and similar individuals.

APBE is backed pretty much by the industry, especially NARTB which has $5,000 annually in its budget to support the organization and its journal.

I haven't seen the APBE Quarterly but here again I don't see that it would bother us. Leo and I have discussed this and just didn't find any conflicts of interest.

To get down to the matter, I think it depends on how much teaching of radio-television is done at Purdue and whether or not Purdue wishes to be associated with the organized group which has standards of instruction (not accrediting) as its primary concern. I honestly believe that what APBE amounts to only time will tell.

Sincerely,

Frank E. Schooley
President

FES:fmh

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

RECEIVED
NOV 10
1956
WILL. WIUC
UNIVERSITY OF ILLINOIS

NOVEMBER 8, 1956

FRANK E. SCHOOLEY, PRESIDENT
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

DEAR FRANK:

ATTACHED YOU WILL FIND A LETTER FROM A LESTER LINDOW OF WFDF, FLINT, MICHIGAN. WHAT IS THE NAEB POSITION REGARDING APBE AND WHAT IS YOUR CURRENT PERSONAL OPINION OF IT? IS ILLINOIS A MEMBER?

YOU WILL NOTE IN THE FOURTH PARAGRAPH OF THE LINDOW LETTER THAT HE MENTIONS THE FIRST ISSUE OF THE JOURNAL OF BROADCASTING. WHAT EFFECT WILL THIS HAVE ON OUR AERT JOURNAL OR ITS HEIR?

TRUST YOU HAD NO TROUBLE IN FINDING YOUR WAY BACK TO CHICAGO AND THAT YOU WILL HAVE NO TROUBLE ON THE GRIDIRON THIS WEEK-END.

SINCERELY,

JAMES S. MILES
DIRECTOR, RADIO STATION WBAA

JSM:cc
ENC.

C
O
P
Y

ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION

NOVEMBER 5, 1956

MR. JAMES S. MILES
PURDUE UNIVERSITY
LAFAYETTE, INDIANA

DEAR MR. MILES:

I AM WRITING YOU IN MY CAPACITY AS A DIRECTOR OF THE ASSOCIATION FOR PROFESSIONAL BROADCASTING EDUCATION. AS YOU KNOW, PROFESSIONAL BROADCASTERS, AS WELL AS EDUCATORS, ARE REPRESENTED ON THE BOARD OF THIS NEW ORGANIZATION.

THE APBE HAS BEEN GROWING AND DEVELOPING IN VERY FINE FASHION. I BELIEVE THAT IT HAS A MOST USEFUL PURPOSE TO SERVE IN EFFECTING CLOSE LIAISON BETWEEN PROFESSIONAL BROADCASTERS AND THE INSTITUTIONS WHICH PREPARE PEOPLE FOR ENTRANCE INTO THE FIELDS OF TELEVISION AND RADIO. AS A BROADCASTER, I KNOW THAT AS TIME GOES ON, THE NEED OF OUR INDUSTRY FOR PEOPLE WITH SPECIALIZED TRAINING BECOMES MORE AND MORE IMPORTANT. THAT IS WHY I HAVE BEEN INTERESTED IN WORKING WITH APBE. AS A REPRESENTATIVE ON APBE'S BOARD OF THE NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS, WHICH ORGANIZATION CONTRIBUTES GENEROUSLY TO THE SUPPORT OF APBE, I KNOW THAT OUR TRADE ASSOCIATION IS ALSO EXTREMELY INTERESTED IN THIS PROJECT.

I HOPE THAT YOUR SCHOOL CAN SEE ITS WAY CLEAR TO AFFILIATE WITH APBE. THE BENEFITS ARE MANY; THE COST IS LOW.

SO THAT YOU MAY HAVE SOME INFORMATION ON THIS SUBJECT, I AM ASKING THAT YOU BE SENT, UNDER SEPARATE COVER, A MEMBERSHIP APPLICATION, A COPY OF OUR CONSTITUTION, A BRIEF HISTORY OF APBE, AND I THINK, TOO, THAT YOU WILL BE INTERESTED IN SEEING A LIST OF THE CURRENT MEMBERS, AS WELL AS SAMPLES OF THE TYPE OF NARTB PUBLISHED MATERIAL WHICH IS NOW BEING MADE AVAILABLE TO MEMBERS OF APBE AND WHICH MANY SCHOOLS TELL ME IS EXTREMELY VALUABLE TO THEM. SOON THE FIRST ISSUE OF THE JOURNAL OF BROADCASTING WILL BE PUBLISHED AND I HAVE ASKED THAT YOU BE SENT INFORMATION ON THAT SUBJECT, AS WELL AS OTHER ACTIVITIES WHICH ARE BEING PLANNED.

I HOPE WE CAN COUNT ON PURDUE UNIVERSITY AS ONE OF THE MEMBERS OF WHAT WE ALL FEEL IS A VERY SIGNIFICANT AND IMPORTANT ORGANIZATION.

SINCERELY YOURS,

(SGD) LESTER W. LINDOW
DIRECTOR, APBE

1771 N STREET, N.W. WASHINGTON 6, D.C. DECATUR 2-9300

~~File - N.E. Campaign~~
File - Public Relations Com

December 13, 1956

Mr. James S. Miles, Director
Radio Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

Enclosed is a copy of Nanakon's revised schedule. There is one change that I thought it would be easier to write here than try to change on the ditto -- he will spend the January 3 - 7 period at WDTR, Detroit, rather than at Flint.

Schooley sent you, as chairman of the Public Relations Policy Committee, a copy of his December 7 letter to Burton. This all grew out of a letter I wrote to Burton on November 30 as a result of my investigations into the matter of printing the Newsletter and my subsequent discussions with you in Chicago. I didn't bother to send you a copy of that letter because we had talked it all over. However, since, for some unknown reason, Burton returned the letter I wrote him at the time of his reply so I have an extra one and have enclosed it for your information.

The publications consultants that Frank mentions are three members of the University's School of Journalism and Communications faculty who have been studying both the Journal and the Newsletter, at Frank's request, and they are making recommendations. The changes already evident in the Journal are a result of this committee's recommendations, largely.

We have just today talked to the printer and are working out a few more of the details on the printing of the January Newsletter. We are well aware that many of the members may not like the new format, but I really think most of them will. And we'll probably have to experiment a few months to get just what we want. We're still working out the mailing angles, including the second class thing that Frank mentioned. All in all, it seems to be going pretty good.

Regards,

Harold E. Hill
Associate Director

HEH:dfc
Enclosures

PURDUE UNIVERSITY
STATION WBAA
LAFAYETTE, INDIANA

NAEB HEADQUARTERS

DECEMBER 11, 1956

MR. HAROLD E. HILL
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

DEAR HAROLD:

SOMEWHERE I HAVE MISPLACED THE REVISED SCHEDULE OF MR. PLUANG NANAKON'S VISIT. COULD YOU SEND ME ANOTHER ONE? ALSO, INASMUCH AS HE IS NOW IN THE STATES, HAS THERE BEEN ANY SHIFT IN HIS ITINERARY?

WHAT PROMPTED FRANK SCHOOLEY'S NOTE OF DECEMBER 7TH? ARE THE PUBLICATION CONSULTANTS MILES AND HARLEY? IN OTHER WORDS, IS HE REFERRING TO OUR BEDROOM CONVERSATIONS IN CHICAGO? I AGREE WITH FRANK'S LETTER. WAS JUST INTERESTED IN KNOWING WHAT IT WAS ALL ABOUT.

SINCERELY,

JAMES S. MILES
DIRECTOR, RADIO STATION WBAA

JSM:cc

Public Relations Committee

PURDUE UNIVERSITY

STATION WBAA
LAFAYETTE, INDIANA

DECEMBER 27, 1956

MR. HARRY J. SKORNIA, EXECUTIVE DIRECTOR
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

DEAR HARRY:

ATTACHED PLEASE FIND A LETTER FROM BILL BENDER REGARDING THE BROCHURE ON "POLITICS IN THE 20TH CENTURY", ALL OF WHICH LEADS ME TO BELIEVE THAT SOMEWHERE, SOMETIME WE SHOULD PERHAPS HOLD A MEETING ON SUCH PUBLICITY PIECES WITH GOOD, COMPETENT PEOPLE, AND DISCUSS, AND PERHAPS DRAW UP, A TOTAL PLAN OF OPERATION FOR PROMOTION AT THE LOCAL STATION LEVEL.

IT MIGHT BE A VERY REAL WORKSHOP PROJECT FOR THE SUMMER OF 1957.

SINCERELY,

JAMES S. MILES
DIRECTOR, RADIO STATION WBAA

RECEIVED

JSM:cc
cc: HAROLD HILL
KEN WRIGHT
BILL BENDER

C
O
P
Y

W U O M

UNIVERSITY OF MICHIGAN

ANN ARBOR, MICH.

13 DEC 1956

DEAR JIM:

I ASSUME YOU'RE STILL CHAIRMAN OF THE NAEB PUBLIC RELATIONS COMMITTEE, AND THAT I'M STILL ON IT.

HENCE, I'M "IN LINE OF DUTY" WHEN I MAKE SOME COMMENTS ON THE ENCLOSED BROCHURE.

WE ARE NOT DISTRIBUTING THIS PIECE LOCALLY, AND HERE'S WHY:

A) IT NEGLECTS TO STATE THE NUMBER OF PROGRAMS AND EITHER THE THEME OR TITLE OF THE PROGRAMS.

'B) THERE IS MUCH ADO ABOUT THE PARTICIPANTS AND METHOD OF PRODUCTION, BUT ONLY A VAGUE SENTENCE REGARDING THE CONTENT.

C) THERE IS NO SPACE ON THE FRONT COVER FOR OUR SCHEDULE-TIME. IN MOST CASES, THIS WOULD END UP ON A BULLETIN BOARD, WITH THE "SCHEDULED" SPACE PINNED AGAINST THE BOARD. (INCIDENTALLY, THIS IS A GOOD LESSON FOR WUOM, TOO: WE'VE COMMITTED THE SAME BLUNDER ON SOME OF OUR OWN BROADSIDES."

TAKEN BY ITSELF, HOWEVER, ITEM "C" WOULD NOT BE TOO IMPORTANT. I THINK, THO, THAT "A" AND "B" ARE SERIOUS OVERSIGHTS.

SEASON'S BEST---

(SGD) BILL

WILLIAM BENDER, JR.

File Public Relations Com.

October 7, 1957

Mr. James S. Miles
Station WBAA
Purdue University
Lafayette, Indiana

Dear Jim:

I guess I goofed, huh? I agree completely with Stew that everything we send out dealing with the Convention should repeat the dates over and over, because there will still be people that won't know when or where -- of course they won't come anyway, but I agree they should be told.

Now -- even though I agree with the principle set forth, I also think every dog should have his day, so I'll tell my side. The letter (from Harley) to which Stew refers was not a promotion piece for the Convention (still agreeing that everything sent out is a promotion piece in some sense of the word) strictly speaking. It was sent only to the bosses at stations and production centers and had only one purpose, and that was to elicit their aid in the program for Thursday night (October 31--in St. Louis). These guys, theoretically at least, were interested and didn't need the dates again, especially since this wasn't urging them to come, and since they'd already received at least two earlier mailings complete with dates. Also, as an afterthought, we didn't write the thing here--Harley wrote it--although I agree we could easily have added the dates.

Second point--I have carefully checked a copy of every piece that we sent out in connection with the Convention and there isn't another one that doesn't have a date of some sort (except for the map of St. Louis which was furnished by the Chamber of Commerce and which we didn't feel needed an overprint). I mention this because Stew says he has received two promotion pieces without dates. Even the hotel reservation sheet we sent out has a date on it. Some of the promotion pieces for special functions, such as the Grant's Farm tour, had only the dates of the special event, and not all the dates for the Convention, but each such piece was accompanied by another piece giving complete dates.

Please believe that I am not making excuses--I still say that Stew is right--I merely wanted to show you and Stew that we do take pains to check on any and all complaints that we receive--that's the reason I went through all the stuff after your letter came, just to be sure we hadn't goofed worse than it at first appeared.

So, thanks to both of you -- I'm delighted that our committee members take the pains to remind us of things like this, and that they read what we send out. Honest, I'm glad you called this to our attention.

Hope to see both of you in St. Louis -- OCTOBER 29-NOVEMBER 1...HOTEL STATLER.

Regards,

Harold E. Hill
Associate Director

HEH:jg
CC: Mr. Stewart S. Howe

October 1, 1957

Mr. Stewart S. Howe
Illinois Institute of Technology
Chicago 16, Illinois

Dear Stew:

Thanks very much for your note of September 25. I'm very happy that you called our attention to this matter. Frankly, it had bothered me without my realizing why. I found myself digging for those dates several times and finally wrote them down in a conspicuous place so that I would not have to hunt so far when the next announcement came out. You, of course, see the answer in the first place.

By copy of this letter I'm calling the matter to Harold Hill's attention. As you suggest I'm sure its just an over-sight and it does take guys like you to call us up when these mistakes are made.

Speaking of the convention, will we get a chance to see you there? I'm hopeful that we can at least get together and chat briefly on the public relations problem while we are there. However, at this moment I have no formal agenda for a committee meeting in mind, just a gab fest if the opportunity presents itself.

Sincerely,

James S. Miles
Director, WBAA

JSM:nk
cc: Harold Hill

COPY

October 1, 1957

September 25, 1957

Mr. James S. Miles, Chairman
NAEB Public Relations Committee
Purdue University
Lafayette, Indiana

Dear Jim:

Maybe we, as members of the NAEB public relations committee, should remind leaders in the Association and the national headquarters office that they should never use mailings about events without making mention of the date and place of the various meetings.

The attached is the second general mailing I have received within a week in reference to the forthcoming NAEB convention in which the date and place of the event are ignored. It has been my experience in public relations that, while the persons closely connected with such events take such matters for granted, it is unwise to assume that the entire membership or people in general will remember the date and place even though they have seen some previous publicity about it.

Yes?

With all best regards.

Sincerely,

signed: Stewart S. Howe

SSH:pak

Enclosure

NATIONAL ASSOCIATION
of
EDUCATIONAL BROADCASTERS
14 Gregory Hall Urbana, Illinois

RECEIVED
NAEB HEADQUARTERS
OCT 3 1957
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dear Station Manager: September 20, 1957

A high-light of the NAEB Convention will be an hour variety show which will cap the banquet night. The show will be a light-hearted history of educational broadcasting replete with satires on educational radio, spoofs of foundations, take-offs on NAEB activities, and graphic depictions of the struggles of educational television. Significantly, this will be the first opportunity for talent from the affiliated stations to work together on a joint production. This is where you come in.

I need to gather suggestions from everybody in NAEB on possible talent and material for such a show. In nearly every shop there are people who do comedy routines, imitations, monologues, satirical skits, etc. I want to know about them - right away - as a means of assembling a show. I'm certain there's a wealth of talent - the problem is to learn about it.

Since this will be about broadcasting for an audience of broadcasters, the material should be somewhat related; talent, though if its good enough, can be worked in no matter what the shape or variety. I confess I'm not strong on musical saws, jugglers, or talking dogs; but anything else goes.

If you have somebody on your staff who you think can contribute to such a show, please let me know at once. Just scribble on the back of this sheet and pop it in the return mail.

Incidentally, if you have any historic photographs of NAEB old timers taken back in their salad days or group pictures of early conventions, etc., send them along, too.

We have the opportunity to put on a great show and with your cooperation I'm sure we will.

Yours, truly,

Bill Harley
Producer

Return to: Bill Harley
WHA-TV
600 North Park Street
Madison 6, Wisconsin

Public Relations Com.

RECEIVED
NAEB HEADQUARTERS
OCT 10 1957
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

ILLINOIS INSTITUTE OF TECHNOLOGY
TECHNOLOGY CENTER
CHICAGO 16

OFFICE OF THE VICE PRESIDENT

October 9, 1957

Mr. Harold E. Hill, Associate Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harold:

I am sure you are "beating yourself" too much in your letter of October 7 to Jim Miles. It wasn't a very important point but, when I began to be annoyed by the receipt of several communications in which no reference was made to time and place, like a good newspaperman I noted the lack. I was delighted to find some small point on which I could send along a suggestion to indicate that I want to contribute something to the NAEB public relations committee.

With all best regards.

Sincerely yours,

Stewart S. Howe

SSH:pak

cc: James S. Miles

Public Relations

November 14, 1957

Mr. William Bender, Jr.
Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Bill:

We are delighted that you are willing to do some articles on public relations for the Newsletter. I think as Jim has told you I'm sure, that the committee felt that a series of such columns might help our members with their public relations problems, giving them new ideas, etc.

The deadline for copy of this sort is the 20th of the month, so we obviously won't expect anything from you until December 20, the deadline for the January issue. It should run about a column in the Newsletter, which is about one and one-half double-spaced typed pages. If you don't feel this is long enough, you can make it a little longer.

Thanks for your help.

Regards,

Harold E. Hill
Associate Director

HEH:jw
cc: James Miles

ANN ARBOR **WUOM** 91.7 M.C.

FLINT **WFUM** 107.1 M.C.

UNIVERSITY OF MICHIGAN
ANN ARBOR, MICH.

WALDO ABBOT, DIRECTOR OF BROADCASTING
E. G. BURROWS, PROGRAM DIRECTOR

11 Nov. 1957

RECEIVED
NAEB HEADQUARTERS
NOV 1 1 1957

Mr. Harold Hill
NAEB
Urbana, Ill.

Dear Harold:

Just had a letter from Jim Miles anent the plans for feature articles in the Newsletter.

I learn he has volunteered my help on this. Such faith ought not go unrewarded.

May I suggest a series of "Confidential"-type exposes on the members? Or possibly a serial blasting the conventional classroom instruction in our schools and colleges, and making the point that all future teaching be done exclusively by radio-TV? I am sure other such thrilling ideas will occur to me in the near future, and I am delighted to have the chance to air them through the Newsletter....

Please let me know the space requirements and deadlines, etc. I'll be happy to help if I can--- either on the above topics, or whatever less-exciting ones you care to suggest.

Cordially,

William Bender, Jr.

cc: Jim Miles

PS: Sorry to have missed the convention; I hear it went very well.

UNIVERSITY OF MICHIGAN

File - Public Relations Com
SENT FOR INFORMATION OF
RECEIVED
NAEB HEADQUARTERS
HARRY SKORNIA

November 27, 1957

Mr. Jim Miles
Radio WBAA
Purdue Univ.
Lafayette, Ind.

- Public Relations Committee
COPY

Dear Jim:

The other day I received a remarkable brochure from Nippon Hoso Kyokai titled, "This is NHK". I hope you received a copy of this- or can get one- because it neatly illustrates one of the recommendations our Public Relations Planning Committee made at an early session.

You will recall we suggested NAEB produce a pamphlet summarizing its professional resources-- said pamphlet to be distributed to potential donors, and such other "publics" as may be interested in our nationwide operations. It would also have prestige value when circulated among administrative officers of present and prospective member-schools.

"This is NHK" is a 24-page brochure sketching its physical resources, human resources, program types, and international coverage. It is profusely illustrated with photos. The copy is kept to a minimum. Size is 5 x 9½ which is distinctive, but possibly awkward to mail. The total impact of the piece is that NHK is doing an excellent job in covering Japan life, thought and fine arts.

My feeling is that NAEB has much in common with a state-supported broadcasting operation like NHK. And, publicity-wise, we could profitably steal a page from their book. We have an excellent story to tell: nation-wide program resources, outstanding personalities who have appeared on NAEB series, our broadcasting, funding and distributing techniques, etc. If you feel such a brochure is a worthwhile goal for us, I'd like to see us take definite action to produce it.

Best regards,

William Bender, Jr.

cc: Harry Skornia

Form 6130 9-55 75ms S

December 6, 1957

RECEIVED
NAEB HEADQUARTERS

Mr. William Bender
University of Michigan
WUOM
Ann Arbor, Michigan

Dear Bill:

Many thanks for your letter of December 4 as well as the returned questionnaire.

I greatly fear after looking over your letter that I have been assigned a job which is going to largely duplicate what Jim asked you to do last year. In fact, after thinking the matter over, I have a hunch that your column on promotion in the Newsletter might be a better idea than a separate fact sheet devoted to publicity and public relations. I got a letter from Harold Hill in connection with this whole matter in which he asked that I prepare a digest of the publicity and promotion fact sheet for the general Newsletter which is right along the lines of what you were asked to do originally.

I am sending a copy of your letter to Jim Miles and Harold Hill, and if Jim would approve, I would be glad to give up the idea of the specialized fact sheet and shoot on to you any items that I get in response to my letter.

I am certainly glad that you brought this to my attention. Still hope you can get down to Bloomington so we can have a "folk festival" one of these days. As an added inducement, I should say that my son-in-law living down in Tullahoma, Tennessee, sends me up about every few months a gallon jug of 150 proof Tennessee redeye -- which should certainly augment our abilities to research this interesting phase of Americana.

Sincerely yours,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS/cdm
cc: Harold Hill
James Miles

C
O
P
Y

4 December 1957

Mr. Elmer G. Sulzer, Dir.
Radio-TV
Indiana Univ.
Bloomington, Ind.

Dear Bromo:

Enclosing your nice questionnaire, all dutifully filled out, as befits a co-member of the PR Committee.

Now that I've helped you, I'm asking a return favor:

waddahell is the Promotion Fact Sheet?

Jim Miles asked me to prepare some kind of a column for the Newsletter along the lines of the "Publicity and Public Relations" things I did a year or so ago. I hope this does not overlap your work. More to the point, I suspect we ought to explore some way of having our respective opuses (opi?) support each other.

I'm getting ready to do the first column now, aiming at a December 13 deadline. My inclination has been to solicit the members for "PR Problems" --- which I might then circulate among our Committee for suggested solutions, using the response so-gained for future columns.

Your present survey ought to reveal interesting info on NAEB P/R work. Could you send me SOONEST some additional info regarding purposes, function, etc? Info I might use in the December article as a reminder to the membership to fill out the survey & send it to you.

Hope to hear from you shortly.

'gards,

s/t/Bill Bender

File - Public Relations Com

November 29, 1957

Mr. Elmer Sulzer, Director
Station WFIU
Indiana University
Bloomington, Indiana

Dear Bromo:

Enclosed is a mimeographed copy of your very fine questionnaire which is being mailed today to all NAEB station. I thought you would want to see it in its final form.

Incidentally, I've been thinking about other conversations our committee has had in the past relative to the necessity for the Newsletter to contain really important information and helps for members. Perhaps you and Jim would like to think about the possibility of a brief digest of the results of this survey (with you drawing implications, if you like) for the Newsletter, rather than as a separate item. In addition, I think some of the information used in the Fact Sheets might well be used in Bender's proposed column, because we are able to reach a bigger audience with the Newsletter (which goes to all kinds of people) than we will with the Fact Sheet, going just to stations. I realize that's all rather confusing, but what I'm trying to say is - let's think about having brief resumes of Fact Sheets in the Newsletter too.

Regards,

Harold E. Hill
Associate Director

HEH:jw
cc: James Miles
Enclosure

Fik — Public Relations Com

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE

December 3, 1957

RECEIVED
NAEB HEADQUARTERS
1957

Mr. Harold E. Hill
Associate Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harold:

Thank you very much for getting out the questionnaire. Regarding the matter of offering a summary to the Newsletter, both as to the results of the survey as well as general public relations news, I would, of course, be most happy to do so. However, before making definite plans regarding the latter, let's see what I come up with in the nature of news. Maybe the whole idea will prove a bust.

I think probably that I might be able to get out a pretty complete study regarding the public relations situation in general of our educational stations, and it might be worthwhile for the NAEB to consider reproducing this entire study for distribution to the membership. I haven't said anything to Jim about this, but I am shooting him a copy of this letter. After all, the survey is pretty useless unless we make its contents known to our membership.

I could just picture you on Thanksgiving Day. I did the same so now I am starting a rigorous two weeks diet.

Give my best to Dorothy.

Sincerely,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS/cdm
cc: James S. Miles
Director, WBAA

COPY

Sent for the information of

Harry J. Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
14 GREGORY HALL
URBANA, ILLINOIS

Station KUOM
University of Minnesota
Minneapolis 14, Minnesota

December 31, 1957

Mr. William Bender
Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Bill:

Thank you for consenting to serve as chairman of the NAEB Public Relations Committee in 1958.

Other members include Curtis, Dudley, Frymire, Howe and Sulzer.

I am also continuing you on the International Relations Committee (with Siegel, chairman, and Alec Sutherland). With such a small group, and some pressure for closer liaison and at least one meeting, I hope we can overcome the problem raised in your recent letter to Si Siegel.

Yours sincerely,

Burton Paulu
President

BP:ds

cc: Harry J. Skornia
Jack McBride

January 13, 1958

Mr. Franklin Dunham
Chief of Radio-Television
Department of Health, Education,
and Welfare
Office of Education
Washington 25, D. C.

Dear Frank:

Your schedule standardization idea is a darn good one. I'm passing on to our Public Relations Committee Chairman as the most likely to be able to carry out this project.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc
CC: Bill Bender
Burton Paulu

DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON 25, D. C.

January 9, 1958

RECEIVED
NAEB HEADQUARTERS
JAN 11 1958
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

Dr. Harry A. Skornia
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I wonder if something couldn't be done to bring about at least a partial standardization of the printed program schedules that NAEB Members send out. I know that their budgets vary tremendously but it doesn't seem to me that it is necessary to have so many types of arrangements of schedules as pass over my desk.

This probably wouldn't take the work of any new committee but might result in a suggested format which you could devise at headquarters that would be flexible enough to suit most everyone's pocketbook.

I am enclosing two typical schedules -- one for the excellent FM station at Emerson College in Boston and the other for the TV station at the University of North Carolina.

I know you will agree that both of them could be easily improved.

Faithfully,

Franklin Dunham
Chief of Radio-Television

HJS:

Public Relations Committee

Maybe Prof Adv committee should consider some such for Radio-TV.....might get funds from Asia Foundation, or get informal agreement with Ford Overseas Devlopment Program for Near East and Far East.

fes

UNIVERSITY OF CALIFORNIA
Berkeley 4, California

Department of Journalism

Dear Colleague:

The Association for Education in Journalism has received a grant from The Asia Foundation to enable members of the AEJ to send books and periodicals to friends and colleagues in Asia.

It is recognized that many of us have acquaintances in Asian countries to whom we would like to send new material in our field. These funds, to a limited extent, will help do this.

The funds are being handled by the AEJ Committee for Liaison with International Communications Organizations. Here's the procedure:

If you have a friend or colleague in Asia (Afghanistan to Japan) to whom you want to send a book or periodical, please send me his name, title, and address, along with the title of the publication and name of publisher.

I will place the order and after confirmation of shipment has been received I will notify you that the publication has been mailed. You may then write your friend to inform him you have had the publication sent to him.

I am sure all of us recognize the value of such assistance in enabling us to make further friendly contacts with journalists and educators in Asia.

Sincerely,

Albert G. Pickerell

Albert G. Pickerell, Chairman
Committee for Liaison with
International Communications
Organizations

NAEB--outline

I. Done, 1925-56
-- R 130/TV 20/Associates
-- Scholarships/fellowships/workshops/publications
-- JCET-ETRC/ founded/??/ cooperate
-- Radio network/ radio series--Jeff Heritage/Ways of Mankind

II-NAEB Association
-- Officers/ Board of Directors
-- Committees
-- Radio Network/ Planning/Acceptance/School
-- Professional Advancement
-- TV Operations/Development/
-- Membership/ Associate membership
-- Engineering
-- Liaison

III-NAEB Headquarters
-- General services
-- Network services
-- Executive Director
-- Associate Director
-- Net Manager
-- Pla cement
-- Engineering
-- (Legal-Cohn&Marks/Siebert)
-- (Management-Novik)

Newsletter
Seminar/Workshop org.
Meetings

IV- Current services
-- Headquarters
-- Network
-- Grants-In-Aid/40 000/2000
-- Grant Supplements/prestige series
-- TV Program Planing-Production Seminar-probable
-- TV Staging and Lighting Seminar-probable
-- Supplementary TV workshops, 18 000--probable
-- 5 Research scholarships(Coleman Comm) Announce to be approved
-- Radio enginering workshop
-- TV Scholarships
-- Consultants and Consulting teams
-- Engineering Services
  Kine/video tape reports
  Network taper statndards
  Consultations
-- Legal - Cohn & Marks
-- NewsLetter (Journal study)
-- Regional meetings/ 4 & 2
-- Conventions
  56 - Atlanata
  57 - St Louis
-- Placement services
-- AERT merger negotiations/Journal/ Utilization

V-Organizational affiliations/associations
-- ACE
-- NAEB Org. Liaison Comm.
-- CNO

MENC
JCET
ETRC

USIS-VOA
NPAC
European Br. Union
Prix Italia
Unesco/ UN

Sources of Funds
-- Members
Dues
Network assessements

-- Ford/FAE

-- W K Kellog

REPORT OF THE NAEB PUBLIC RELATIONS POLICY COMMITTEE

October 1, 1955

The NAEB Public Relations Policy Committee, as a result of its meeting in Chicago, Illinois, June 28th and 29th, 1955, is pleased to forward the following recommendations to the Board for their consideration and action:

1. We recommend that the Board of Directors take steps to establish a written statement of the goals of NAEB. We further recommend that the Board take appropriate action so that these goals are restated and brought up to date periodically.

2. We recommend that the Board assign to the Executive Director public relations as a prime responsibility. We recommend further that as soon as funds will permit a full or part time writer be hired and attached to the Executive Director's staff in Urbana, Illinois.

3. We recommend that the Board ask the Executive Director and his staff to:-

   (a) Direct all future publications to a definite audience

   (b) Prepare an explanatory publication on the NAEB, giving full details on its cost, membership, why the NAEB exists, and other factors that would effect membership

   (c) Prepare articles on educational broadcasting for use in professional journals other than journals connected with speech and broadcasting

   (d) Prepare basic information that could be utilized with foundations asking for grants (including 3B, 3C and 3F)

   (e) Take steps to establish uniformity in all publications including letterheads, Newsletters, etc.

   (f) Develop the current Newsletter item which is labeled "Station Profiles" to a one-page dossier of the member stations and production centers of NAEB, describing their resources in the way of equipment, physical plant, and personnel--whether professional or student, full time or part time

   (g) Establish a definite pattern for the letters (correspondence) that emanate from Headquarters in order that the public relations efforts outlined by the Board may be furthered.

4. The Public Relations Policy Committee has made several recommendations directly to the Executive Director and his staff regarding the Newsletter. Several of these have been taken under consideration and a few have been acted on. It is the belief of this Committee that again we need to direct this publication to the audience for which it is intended. Inasmuch as this audience is so varied it seems wise that we recommend to the Board that they request the Research Committee to carry on a poll of the members, attempting to find out what items they like or dislike in the Newsletter and what items should be added or deleted.

5. We recommend that a member of the Public Relations Committee be either an ex officio or an active member on all other committees where practicable. This should include advice to the Board of Directors at its meetings.

6. The Public Relations Policy Committee is happy that the word "policy" has been added to its title. We believe our function now is to recommend broad policies to the Board together with specific methods for implementing them. We believe it is the responsibility of the Executive Director to be the Administrator in carrying out this policy. The Public Relations Policy Committee as a group and its membership as individuals stand ready to help the Executive Director in the fulfillment of this responsibility. In this regard we believe that the present members of the Public Relations Policy Committee should be continued in office to permit follow-through on these recommendations.

Respectfully submitted by:

THE NAEB PUBLIC RELATIONS POLICY COMMITTEE

James Armsey
William Bender
Larry Frymire
Stewart S. Howe
Lynn Poole
Elmer Sulzer
James S. Miles, Chairman

Copied NAEB HQ. 10/4/55jy

Standardize

Run now

Cut down

SUBMITTED TO NAEB PRESIDENT OCTOBER 1, 1955

REPORT OF the NAEB PUBLIC RELATIONS POLICY COMMITTEE
TO THE NAEB BOARD OF DIRECTORS

THE NAEB PUBLIC RELATIONS POLICY COMMITTEE, AS A RESULT OF ITS MEETING IN CHICAGO, ILLINOIS, JUNE 28TH AND 29TH, 1955, IS PLEASED TO FORWARD THE FOLLOWING RECOMMENDATIONS TO THE BOARD FOR THEIR CONSIDERATION AND ACTION:

1. WE RECOMMEND THAT THE BOARD OF DIRECTORS TAKE STEPS TO ESTABLISH A WRITTEN STATEMENT OF THE GOALS OF NAEB. WE FURTHER RECOMMEND THAT THE BOARD TAKE APPROPRIATE ACTION SO THAT THESE GOALS ARE RESTATED AND BROUGHT UP TO DATE PERIODICALLY.

Material Newsletter recognition used.

2. WE RECOMMEND THAT THE BOARD ASSIGN TO THE EXECUTIVE DIRECTOR PUBLIC RELATIONS AS A PRIME RESPONSIBILITY. WE RECOMMEND FURTHER THAT AS SOON AS FUNDS WILL PERMIT A FULL OR PART TIME WRITER BE HIRED AND ATTACHED TO THE EXECUTIVE DIRECTOR'S STAFF IN URBANA, ILLINOIS.

3. WE RECOMMEND THAT THE BOARD ASK THE EXECUTIVE DIRECTOR AND HIS STAFF TO:-

   (A) DIRECT ALL FUTURE PUBLICATIONS TO A DEFINITE AUDIENCE

   (B) PREPARE AN EXPLANATORY PUBLICATION ON THE NAEB, GIVING FULL DETAILS ON ITS COST, MEMBERSHIP, WHY the NAEB EXISTS, AND OTHER FACTORS THAT WOULD EFFECT MEMBERSHIP

   (C) PREPARE ARTICLES ON EDUCATIONAL BROADCASTING FOR USE IN PROFESSIONAL JOURNALS OTHER THAN

JOURNALS CONNECTED WITH SPEECH AND BROADCASTING

(D) PREPARE BASIC INFORMATION THAT COULD BE UTILIZED WITH FOUNDATIONS ASKING FOR GRANTS (INCLUDING 3B, 3C AND 3F)

(E) TAKE STEPS TO ESTABLISH UNIFORMITY IN ALL PUBLICATIONS INCLUDING LETTERHEADS, NEWS LETTERS, ETC.

(F) DEVELOP THE CURRENT NEWS LETTER ITEM WHICH IS LABELED "STATION PROFILES" TO A ONE-PAGE DOSSIER OF THE MEMBER STATIONS AND PRODUCTION CENTERS OF NAEB, DESCRIBING THEIR RESOURCES IN THE WAY OF EQUIPMENT, PHYSICAL PLANT, AND PERSONNEL--WHETHER PROFESSIONAL OR STUDENT, FULL TIME OR PART TIME

(G) ESTABLISH A DEFINITE PATTERN FOR THE LETTERS (CORRESPONDENCE) THAT EMANATE FROM HEADQUARTERS IN ORDER THAT THE PUBLIC RELATIONS EFFORTS OUTLINED BY THE BOARD MAY BE FURTHERED.

4. THE PUBLIC RELATIONS POLICY COMMITTEE HAS MADE SEVERAL RECOMMENDATIONS DIRECTLY TO THE EXECUTIVE DIRECTOR AND HIS STAFF REGARDING THE NEWS LETTER. SEVERAL OF THESE HAVE BEEN TAKEN UNDER CONSIDERATION AND A FEW HAVE BEEN ACTED ON. IT IS THE BELIEF OF THIS COMMITTEE THAT AGAIN WE NEED TO DIRECT THIS PUBLICATION TO THE AUDIENCE FOR WHICH IT IS INTENDED. INASMUCH AS THIS AUDIENCE IS SO VARIED IT SEEMS WISE THAT WE RECOMMEND TO THE BOARD THAT THEY REQUEST THE RESEARCH COMMITTEE TO CARRY ON A POLL OF THE MEMBERS, ATTEMPTING TO FIND

OUT WHAT ITEMS THEY LIKE OR DISLIKE IN THE NEWS LETTER AND WHAT ITEMS SHOULD BE ADDED OR DELETED.

5. WE RECOMMEND THAT A MEMBER OF THE PUBLIC RELATIONS COMMITTEE BE EITHER AN EX OFFICIO OR AN ACTIVE MEMBER ON ALL OTHER COMMITTEES WHERE PRACTICABLE. THIS SHOULD INCLUDE ADVICE TO THE BOARD OF DIRECTORS AT ITS MEETINGS.

6. THE PUBLIC RELATIONS POLICY COMMITTEE IS HAPPY THAT THE WORD "POLICY" HAS BEEN ADDED TO ITS TITLE. WE BELIEVE OUR FUNCTION NOW IS TO RECOMMEND BROAD POLICIES TO THE BOARD TOGETHER WITH SPECIFIC METHODS FOR IMPLEMENTING THEM. WE BELIEVE IT IS THE RESPONSIBILITY OF THE EXECUTIVE DIRECTOR TO BE THE ADMINISTRATOR IN CARRYING OUT THIS POLICY. THE PUBLIC RELATIONS POLICY COMMITTEE AS A GROUP AND ITS MEMBERSHIP AS INDIVIDUALS STAND READY TO HELP THE EXECUTIVE DIRECTOR IN THE FULFILLMENT OF THIS RESPONSIBILITY. IN THIS REGARD WE BELIEVE THAT THE PRESENT MEMBERS OF THE PUBLIC RELATIONS POLICY COMMITTEE SHOULD BE CONTINUED IN OFFICE TO PERMIT FOLLOW-THROUGH ON THESE RECOMMENDATIONS.

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